



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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## **(i) EXECUTIVE SUMMARY**

Facebook page is one of the best platform for marketing purposes. By having a constant update, it helps the business to gain more followers and customers. We can also introduce our business to the new customers by state all the details regarding the product that we will be sell to them. The link created for the business make customer easier to access and see all the products available. It helps to save their time instead of searching them out of nowhere. The start of posting material in Facebook page should be interesting to attract people. Due to that, teaser should be done at first to make the curiosity in customer grow to know more about the product. Hints should be given to the customer on what kind of product would be released and also a little bit countdown can make them become more excited to know the truth. By having a proper copy writing technique either in hard sell or soft sell, it helps consumer to know more about the product. This is because all the details about the product also include to tell the consumer every benefit they may get with every product produced. Hence, it gives more confidence to customers to buy the products without any hesitation as they had known already the important information regarding the product.

Effective marketing needs to have an attractive graphic to attract customers. If no graphics are used, it is difficult for a business to deliver what it wants to sell to customers. This can also have a detrimental effect on the potential of the business because of lack of trading activities which is due to lack of customers. Therefore, good graphics as well as the use of design on each image plays a very important role in marketing activities especially in getting new customers on a newly launched platform such Facebook Page.

## 1.0 INTRODUCTION OF BUSINESS

I started my business in women's wear which is more focus on hijab for Muslimah. So I set up a business called Mood N' Style in order to have a good start in my business and to introduce my product for all people out there. My main reason for my business is I want to produce more product that can help women in styling their hijab and easy to wear but at the same time they can still have their own style in wearing hijabs and looks elegant as well.

Currently, Mood N' Style production is only based at home which is we are more focussing on online method. We also provide service car order delivery in Kuantan area for customer who stay nearest our location. So it is easy for them to pick up anytime and not to take a long time to wait for their parcel arrived if they are using postal services. The service charged will be rate according the location they want to pick up. The range price will be around RM3 till RM5.

From the beginning of our production to make this as a successful product, we find a very suitable material which is high quality and a very exclusive for our customer. Besides we are also concern about the comfort of our product users, so a good material that can make users comfy to wear is important in choosing material for our product. So we go with premium silk and cotton material in order to produce a high quality shawl special for Muslimah out there. Then the materials will be brought to our talented tailor which assigned to sew the shawl and also tagging our brand name on the shawls. After that, the shawl will be packing neatly in our minimalis packaging and ready to be sell to the customers.

Besides, Mood N' Style also provide service for customer who want to give the shawl as a gift for their special one. Due to that, our team has a special price for gift set which include minimalis and cute packaging, one piece of cotton shawl and also a wish card. The price for this gift set is only RM26 exclude postage. It is very easy and fast for those who want a simple gift yet still meaningful for people who received them.

"Mood N' Style is customer's satisfaction, trust and admiration" is our vision in this business. While our mission is to provide distinctively simple scarves to suit every woman's needs as each individual has her own notable personality, aligning with our tagline "Express Your Mood With Style".