



اَوْنِبُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
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FAKULTI SENI LUKIS DAN SENI REKA
(AD116 4C)

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NUR HAZWANI BINTI ZOLKIFLY

ACCESSORIES BUSINESS
JIE CROCHET

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1.0 EXECUTIVE SUMMARY

Name and founder of business: The name of the company Jie Crochet given by the founder myself, Najiha Binti Muhammad jaizu. The name of Jie Crochet because “Jie” are nicknames called by everyone from Najiha to Jie and Crochet are main business that I sell.

Founder: Najiha Binti Muhammad Jaizu is the founder and currently positioning as the small business own.

Location: Jie Crochet is based at Bukit Tinggi, Klang, Selangor. Delivery to Bukit Tinggi, Pandamaran, Bayu Perdana, Shah Alam.

Products offered: Besides the handmade crochets, I also sell other items. As an example, glasses or mask chain

2. PRODUCT BUSINESS

The product that I sell is handmade crochet by myself which is mask extenders crochet and scrunchies crochet. Beside that I also sell glasses or mask chains.



- Mask extender crochet

Mask extender are accessory for hijab users who had troublesome with using mask under her scarf. It makes hijab user feels easy to use mask and open mask without struggle with using mask.



- Scrunchie crochet

scrunchies are for hair. They allow you to tie back hair without pulling on hair or leaving a dent. It for women or men who has long hair.

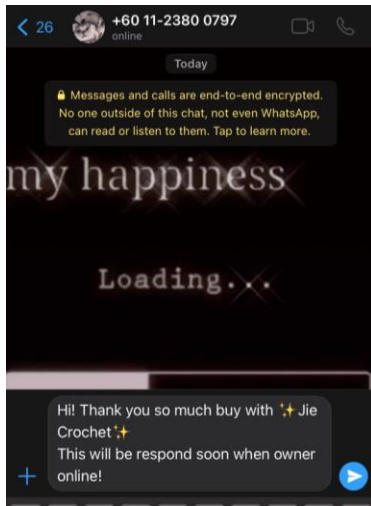


3.4. Online platform

Jie Crochet has been using public social medias account. Jie Crochet using Instagram to promote items, and whatsapp for contact with costumers.

WhatsApp

Customers can order directly from click link on biodata Instagram. The shortcut for fast responses, label chats and catalog support to smooth the process. Also it easy to contact with costumers.



Instagram

Jie Crochet has been using public medias account, the names of business name @Jie__crochet on Instagram. It's to reach out to consumers from teenagers to young adults.

