



اَوْنِيُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITY TEKNOLOGI MARA**

**FACULTY OF ART & DESIGN**

**ENT530**

**SOCIAL MEDIA PORTFOLIO**

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## **INTRODUCTION**

### Selected Product

Product that has been selected is 'Tudung Fareha by CikFa'



Fareha by CikFa is a hijab that is well-known in Malaysia today with its concept Anti-Kedut also known as Ironless. It became one of the top trending in Malaysia ever since hijab in Bawal Style getting more request. CikFa a successful business woman released her new unique and stunning design of hijab with variety of patterns to get. It is now available to get anywhere in each state.

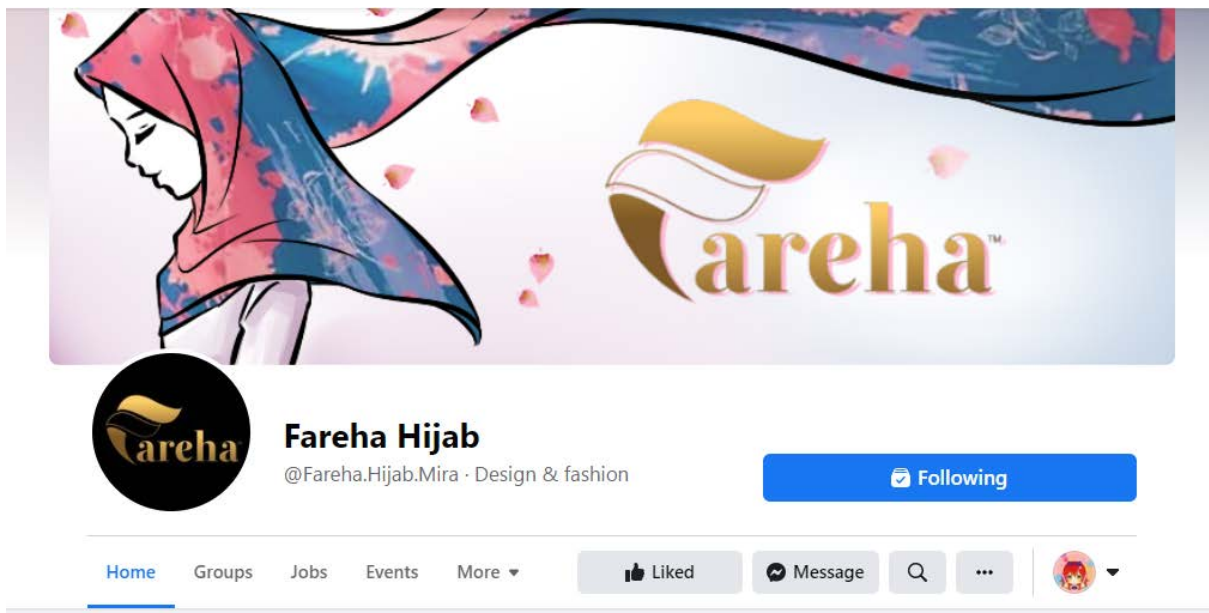
### Description of Product

The hijab was made with Premium Cotton. The material used is different than normal cotton that is usually found in any store. This cotton is a lot thicker than normal cotton. This is why one of the main concepts of this hijab is 'Easy to shape' because premium cotton is easier to wear than normal one.

## SOCIAL MEDIA (FB)

Why Facebook?

Facebook post can definitely be worth it in some cases. For instance, if one of your posts does well organically, it's a strong signal the content will do well as an ad that you could boost to a cold audience. As well as allowing you to post text, Facebook lets you upload pictures and videos from your business. This can be a powerful way to communicate with customers and potential customers, allowing them to see your product or service without having to visit your premises.



<https://www.facebook.com/Fareha.Hijab.Mira>

## 7 Teasers

The definition of a teaser is a person or thing that pokes fun or raises interest, without intending to satisfy. An example of a teaser is a kid who makes up nicknames for their classmates. An example of a teaser is a movie trailer.

