



**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 women release her new unique and stunning design of hijab with variety of pattern to get. It is now available to get anywhere in each state.

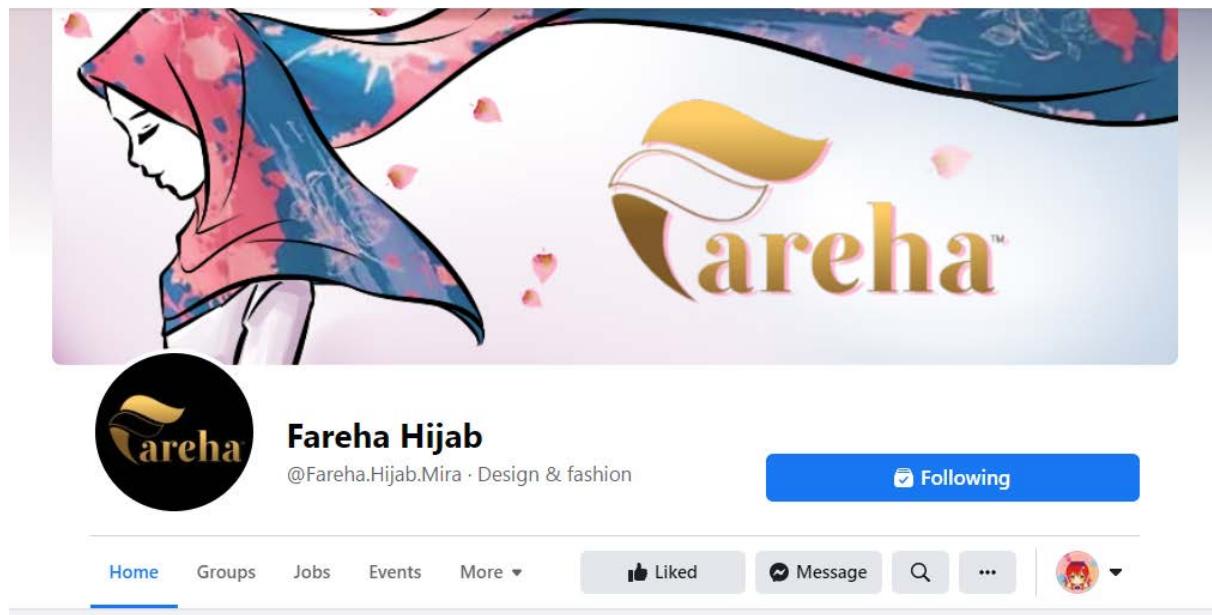
### Description of Product

The hijab was made with Premium Cotton. The material used are different than normal cotton that usually in any store. This cotton are a lot more thicker than normal cotton. This is why one of the main concept of this hijab is ‘Easy to shape’ because premium cotton are 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.

