



اَوْبُو سَيْتِي تَيْكُو لَوِي كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**SOCIAL MEDIA PORTFOLIO: TUDUNG BAWAL ON POINT YUKI**



**Prepared for:**

DR MUHAMMAD ISKANDAR HAMZAH

**Prepared by:**

NURUL AZRIENA BINTI MOHD AZLAN (2019335919)

**BACHELOR IN PHOTOMEDIA CREATIVE (HONS)**

**GROUP AD2475A**

**UNIVERSITI TEKNOLOGI MARA (UiTM)**

**FACULTY OF ART AND DESIGN**

**01<sup>ST</sup> JULY 2021**

## ACKNOWLEDGEMENT

Alhamdulillah, first and foremost, I would like to thank God for allowing me to finally finish my social media report, which was given to me by my lecturer, Dr Muhammad Iskandar Hamzah, for his invaluable guidance. His suggestions and instructions were a significant contributor to the completion of this report.

Special thanks to my parents for their enthusiastic support throughout the completion of this report. Last but not least, I'd like to thank my friends and fellow classmates for their valuable suggestions, their guidance has been very helpful in various stages of the completion of this report.

In addition, I am grateful to Hidayah for her assistance in registering as a dropship agent. I am grateful for the opportunity to be a part of such a welcoming dropship group led by one of the friendly and helpful brand owners and a very supportive dropship group member.

This portfolio includes a Facebook social media business, sales revenue, and the creation of soft sells, hard sells, and teasers to attract customers. Finally, I'd like to thank everyone who has been a part of and contributed to this portfolio, whether directly or indirectly. I appreciate the time and effort they put in to ensure that I completed my social media report successfully. I've become a more organised and mature person in dealing with problems that arise during the course of my business thanks to these social media reports.

## EXECUTIVE SUMMARY

Tudung Bawal On Point Yuki is an online store that sells scarves in a variety of colours. This is an online business run by Yuki Hq, a local brand owner. Tudung Bawal On Point Yuki is available on several platforms, including Facebook and WhatsApp, for any inquiries or transaction processes. Furthermore, Tudung Bawal On Point Yuki customers can contact us via any of the available platforms, based on their preferences. Tudung Bawal On Point Yuki is a business that operates entirely online, the location of the online operation takes place in Kampar, Perak.

Tudung Bawal On Point Yuki also aspires to provide customers with an exceptional and authentic online shopping experience. we want to help our customers by offering high-quality products at reasonable prices. Furthermore, we place a premium on our customers' satisfaction and comfort. therefore, our goal is to choose and sell scarves made of materials that are comfortable and easy to shape when worn by anyone. Our lids are available in a wide range of colours.

Tudung Bawal On Point Yuki's operating plan consists of promotion and advertising because we are only an agent business. We aspire to be one of Malaysia's most successful dropship companies. To achieve our objectives, we intend to make periodic improvements to our business to ensure that we are in healthy competition with other businesses in the same fashion and hijab industry.

## **TABLE OF CONTENTS**

### **ACKNOWLEDGEMENT**

### **EXECUTIVE SUMMARY**

### **GO-ECOMMERCE REGISTRATION**

- i. Print Screen Of Personal Profile
- ii. Print Screen Of Business Profile

### **1.0 INTRODUCTION OF BUSINESS**

1.1 Business Information Sheet

1.2 Name and address of business

1.3 Mission and vision

1.4 Business model canvas

1.4.1 customer Segments

1.4.2 Value Propositions

1.4.3 Channels

1.4.4 Customer Relationships

1.4.5 Revenue Streams

1.4.6 Key Resources

1.4.7 Key Activities

1.4.8 Key Partnerships

1.4.9 Cost Structure

### **2.0 FACEBOOK**

2.1 creating Facebook (FB) Page

2.2 Costuming URL Facebook (FB) Page

2.3 Facebook (FB) Post - Teaser

2.4 Facebook (FB) Post – Copywriting (Hard Sell)

2.5 Facebook (FB) Post – Copywriting (Soft Sell)

2.6 Frequency Of Posting

2.6.1 Uploaded Posts In April 2021

2.6.2 Uploaded Posts In May 2021

2.6.3 Uploaded Posts In June 2021

### **3.0 CONCLUSION**

## 1.0 INTRODUCTION OF BUSINESS

### 1.1 Business Information Sheet

Name of Business (with logo)	:	Bawal On Point Yuki  
Name	:	Nurul Azriena Binti Mohd Azlan
Phone Number	:	0164259267
Email	:	Nurulazriena2@gmail.com
Official Business Email Address	:	yukihqcare@gmail.com
FB Webpage Address	:	<a href="https://www.facebook.com/bawalbyazriena">https://www.facebook.com/bawalbyazriena</a>
Brand Name	:	Bawal On Point Yuki
Online Business Mode	:	Dropship Agent
Nature of Business	:	Selling and trading of apparels
Type Of Products	:	Square Bawal scarves that come in variety of colours.
Main Competitors	:	<ul style="list-style-type: none"> <li>- House of Tudung on Instagram</li> <li>- Tudung Kartel On Instagram</li> <li>- Tudung People On Instagram</li> <li>- Bellezzasofia On Instagram</li> </ul>
Startup Capital	:	RM10.00
Product selling price	:	RM10.00
Cost of the product	:	RM8.00 (1 Pieces)
Supplier / Brand Owner Name	:	YukiHq
Contact Details of Brand Owner	:	N/A
Social Media Account of Brand Owner	:	Facebook: Yuki Scarf Hq Instagram: YukiHq
Website address of Brand Owner	:	N/A