



اَوْبُوْرَ سِيْتِيْ تِيْكُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO: KHAJ BY SALOMA



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Executive Summary

'Khat by Saloma' is a personal business where we produced, and sell a modern Islamic contemporary art calligraphy khat frame designs, unlike others. Operated since 2018, 'Khat by Saloma' was owned by an experienced designer Norliza Zalaria, or more known as Saloma.

Having such experience in designing for almost 28 years, she decides to learn more on arts, so in 2017, she learn calligraphy and gain interest in designing her own khat designs with the Diwani Jali writing style. Notable features of our Unique Selling Proposition (USP) are, we offers an exclusive, high quality khat frames that gives customer no disappointment.

'Khat by Saloma' is based on Telok Gadong Kecil, Klang, Selangor, and as well operated online through social media platforms such as Facebook, Instagram, Pinterest and Whatsapp. Also not to forget, we also created an official website domain www.artbysaloma.net , for an easy online purchase.


We are aware of the competitors in this field, too many of them even sells khat frames with a very cheap price , it might lead 'Khat by Saloma' into lots of disadvantages. However, having competitors is a good experience to start up a business. In fact, a healthy rivalry will challenge 'Khat by Saloma' to work smarter with the resources that we have.

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1.0 Introduction of Business

1.1 Business Information Sheet

Name of Business (with logo)	:	 <p>Image 1: Khat By Saloma</p>
Name, Phone number & Email	:	Lily Allissa Binti Muhammad Amir 011-11239902 thisislilyallissa@gmail.com
SSM registration	:	200203049009 (001345734-D)
Official business email address	:	artbysaloma@gmail.com
FB webpage address	:	https://www.facebook.com/khatbysaloma
Instagram link	:	@khatbysaloma
Brand name	:	Khat By Saloma
Online business mode	:	Brand owner
Nature of business	:	Buying and Selling
Type of products	:	Khat Frame
Main competitors	:	<ol style="list-style-type: none"> 1. @frame_khat_murah_berkualiti 2. @halaman_kufi 3. @amcanvashq 4. @framekhatbesar
Startup capital	:	RM2, 546.00
Product selling price	:	From RM200 to RM800
Cost of the product	:	From RM200 to RM800
Supplier / Brand Owner Name	:	Norliza Binti Zakaria
Contact Details of Brand Owner	:	Norliza Binti Zakaria Lot 535, Jln Telok Gadong Kecil, 41250 Klang, Selangor 013-3361000
Social Media Account of Brand Owner	:	Instagram: https://www.instagram.com/artbysaloma/ Facebook: https://www.facebook.com/saloma.zek
Website address of Brand Owner	:	www.artbysaloma.net