



اَوْنُوْ رَسِيْقِيْ تِيْكَوْ لَوِيْ بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA



MOONLIGHT JEWELS



SOCIAL MEDIA PORTFOLIO

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+ EXECUTIVE SUMMARY

Moonlight Jewels is a company focusing on selling jewellery accessories in Malaysia such as earrings, necklace and rings. Nowadays, when it come to fashion, accessories is a must! This trend clearly shows that demand for accessories are getting higher and higher as trend evolve from time to time. Moonlight Jewels was build in order to fulfill this never ending demand.

Moonlight Jewels commenced on 9th April 2021 based in Kuching Sarawak, Malaysia. Moonlight Jewels offer an affordable high quality accessories as it's value proposition. With people range from teenagers to adult women as the target market, offering a good price will enable Moonlight Jewels to has place in people's heart. As a newly commenced business, Moonlight Jewels focusing on utilizing the social media such as Facebook in order to reach a wide range of its target customers. Using the Facebook page, Moonlight Jewels will be posting on teasers, copywriting for hard sell and soft sell of the products offered by the business.

Moonlight Jewels has the goal to reach a larger market (international market) in the future. In order to achieve that goal, Moonlight Jewels implement some strategies and commitment on achieving the goal in the near future.

2.0 INTRODUCTION TO BUSINESS

Business Name: Moonlioght Jewels

Tagline: Go Bold, Be Beautiful

Contact: 60169183837

Facebook Page: @Moonlight.jwels

**Business Address: Blok F, Sublot 5,
Demak**

**Laut Commercial
Jalan Bako,
Kuching, Sarawak**

