



SOCIAL MEDIA PORTFOLIO

Tudung Souk Hantu & Shawl



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TABLE OF CONTENT	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iii
LIST OF TABLES	iii
EXECUTIVE SUMMARY	iv
1.0 GO-ECOMMERCE REGISTRATION	1
2.0 INTRODUCTION TO BUSINESS	
2.1 Business Information	2
2.2 Organizational Structure	3
2.3 Mission and Vision statement	4
2.4 Description of Products/Services	4
2.5 Price List	5
3.0 FACEBOOK (FB)	
3.1 Creating Facebook (FB) page	6
3.2 Facebook (FB) post – Teaser	6
3.3 Facebook (FB) post – Copywriting (Hard sell)	8
3.4 Facebook (FB) post – Copywriting (Soft sell)	9
3.5 Graphics for Marketing	15
4.0 CONCLUSION	35

LIST OF FIGURES

Figure 1.1: Logo for business	2
Figure 3.1: Facebook Page	8
Figure 3.2: Facebook page’s About Section	9

LIST OF TABLES

Table 2.1: Business Information	3
Table 2.2: Price List #1	6
Table 2.3: Price List #2	7

EXECUTIVE SUMMARY

“Tudung Souk Hantu and Shawl” is an exclusive brand of scarves produced by Che Nurul Hafizah Che Zulkifli 28 years old in our company ‘Che Fiza Sdn Bhd’. The founder has successfully produced various collections of scarves with materials, qualities, and prices.

Each material has its own advantages and disadvantages. The By Che Fiza (BCF) souk lid material made from cotton viscose such as ingredients are 74% cotton and 26% polyester. The advantages of scarves by Che Fiza is that they act to cool and absorb sweat, are light and very soft and not slippery. The shawl can make lid of this souk if the glove without a snowcap and cotton viscose also not have holes after wearing pins.

So, the main purpose of this shawl souk hijab release is for women who wear hijab to style easily, quickly to get ready. Each customer can choose each pattern, size and color according to their tastes. These scarves are also suitable for all ages for children and to adults.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

The main purpose of this shawl souk hijab release is for women who wear hijab to style easily, quickly to get ready. The name of the business implies that all products are prepared and sold by HQ Che Fiza. Our business motto is “Beautiful Muslim for comfortable, easy, fast and simple”. Wearing this hijab is not only beautiful but also not harassing at all. The quality of this very exclusive material and design is indeed according to taste of the user. Very satisfied and comfortable with a variety of attractive color options. The target market for ‘Tudung Souk Hantu and Shawl’ are all women the age from children to adults.

The logo for the business is a title letter “BCF” its meaning By Che Fiza. The logo was just simply to symbolize BCF in By Che Fiza original version scarves.



Figure 1.1 Logo for business