



SOCIAL MEDIA PORTFOLIO

BAWAL TASTE BY NISA



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EXECUTIVE SUMMARY

Bawal Taste is a local brand that already exist starting from 2019. But Bawal Taste by Nisa is a new online business that mainly on Facebook platform that is used to update and sell the products. Basically, Bawal Taste by Nisa is an agent of the Bawal Taste HQ. The nature of the business is a fashion to the women.

The main idea of Bawal Taste by Nisa is to sell scarfs with variety design. The design is suitable for all generations and looks exclusive in reasonable price. The variety of design is one way to help women choose the correct design based on event or personality. A lot of women really needed different design for every event but hard to find it in one place.

Bawal Taste by Nisa communicate with their customers through the online platform and also through Whatsapp. The process for deliveries to other cities are handled by PosLaju Malaysia and J&T Malaysia. Plus, deliveries to surrounding area through Cash On Delivery (COD).

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Bawal Taste by Nisa is a business name that choose from the main product, which are bawal scarf. The name Bawal Taste is for commercialize the brand of the scarf. This business has own trademark. It is “Wanita Paling Jelita”, that means this scarf can make women who wear this become beautiful.

The logo of this business is about the business name. It is Bawal Taste and it shows the starting of Bawal Taste HQ. It is starting operate since 2019. The logo is simple and just show about the business name.



Figure 2.1: Logo for business