



**SOCIAL MEDIA PORTFOLIO**  
**SQUARESCARF**



**FACULTY:** FACULTY OF HOTEL AND TOURISM  
MANAGEMENT

**PROGRAMME:** HM241

**SEMESTER:** 3

**NAME:** NUR AIDA SHAHIRAH BINTI AZMI

**GROUP:** HM2413C

**LECTURER:** NORFAZLINA BINTI GHAZALI

## **ACKNOWLEDGEMENT**

I would like to thank my lecturer, Dr. Norfazlina for mentoring me throughout my classes. I am also grateful to have family and friends who often give me encouragement and encouragement to complete this task. Finally, without the help of my lecturer, I would not have been able to complete this assignment.

## **EXECUTIVE SUMMARY**

Squarescarf is a name of our business that we run. Our target is to give the best and perfect scarf to all women. We sell our scarf with the high quality but with reasonable price and with the unique colour for the scarf.

This business started on 8 of June with the basic scarf. We starting to add more types of scarf after we got responded by our customers. To keep our customer close with us, we finally add on our new scarf. Since they are many people selling scarf, we still to continuing our business because we wanted to give the best scarf to the people.

After a few weeks, Squarescarf finally achieve our main target which is we made over 30% sale. We decided to add more collection in our business and now, we already have the loyal customer.

## **TABLE OF CONTENT**

Cover Page	1
Acknowledgement	2
Executive Summary	3
Table of Contents	5
1.0 Go-Ecommerce Registration	6
2.0 Introduction of Business	7
2.1 Name and Address of Business	7
2.2 Organizational Chart	8
2.3 Mission/Vision	8
2.4 Descriptions of Products/Services	9
2.5 Price List	10
3.0 Facebook	11
3.1 Creating Facebook Page	11
3.2 Customing URL Facebook Page	11
3.3 Information of Facebook Page	12
3.4 Facebook Post – Teaser	13
3.5 Facebook Post – Copywriting (Hard Sell)	24
3.6 Facebook Post – Copywriting (Soft Sell)	42
3.7 Graphics	62
4.0 Conclusion	71

## **2.0 INTRODUCTION TO BUSINESS**

### **2.1 BUSINESS NAME AND ADDRESS**

My business's name is Squarescarf. The reason I named it is because I am selling the scarf/hijab. I thinking to add the sentences 'Square' because the scarf that I sell are all in square shape. I wanted to sell the scarf because I want people out there wearing the scarf with the confidence without feeling insecure about their-self. With the high material, Squarescarf sell the scarf with affordable price and our target market of course all the women.

This business located at No 11, jalan 3/26, Bandar Tasik Puteri, 48020, Rawang, Selangor. This business based at our house since this online shop no need to meet the customer face to face.

The logo used for the business is a character of the girl wearing hijab and the business name at the bottom of the logo. We made this logo because we want every customer that saw our logo, they immediately know that this is scarf shop.



*Figure 1.1: Squarescarf's logo*