



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
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SOCIAL MEDIA PORTFOLIO

RUDA PANTS

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EXECUTIVE SUMMARY

Sarah Fuad is an online business that started on Facebook. It was established at the fourth quarter in the year 2021 and is focusing on Muslimah-friendly women's clothes which are pants. Muslimah-friendly clothes are the most essential thing for Muslim women in Malaysia as it is our responsibility as a Muslim woman to follow the Islamic syariah that told us to wear a proper clothes to protect our aurah. Sarah Fuad is a partnership business that offered various types of women apparel but we only focus on selling pants.

The main reason of this business is to provide Muslim-friendly pants for Muslim women. The pants that we produce have followed Islamic Syariah criteria in how Muslim women must wear the clothes by following the restrictions that are made for Muslim women. Items that we sell is Ruda pants that are Muslim-friendly and have loose straight cutting. Our pants are not too tight like the other shop sells their pants/jeans that are too tight, where it shows the shape of our legs.

Sarah Fuad is targeting the segmentation that consist Muslim women only. Some of the Muslim women have difficulty finding the right pants as most pants and jeans that were sold in the market does not fulfill the Islamic criteria in women's clothing. Therefore, we wanted to help all Muslim women who want to be a Muslimah woman out there in providing the best clothes that is suitable and specially made for Muslim women

Sarah Fuad is now running a Facebook account to widen its business platform while reaching a broader audience. It is showed that Facebook is the best social media platform in promoting their business while communicating with the customers. This could help the seller and the customers build a good relationship with each other.

Using this social media platform, we both set up our marketing campaign by posting seven teasers, 16 postings of hard sell and 16 postings for soft sell. We applied all sorts of ways to fulfill the hard sell, AIDCA method and soft sell, TISCta method, by writing a caption on the post and some of the graphics we design it by ourselves by using Canva.

1.0 INTRODUCTION OF BUSINESS

1.1 Name and address of Business



| | |
|------------------|--|
| Name of Business | Sarah Fuad |
| Business Address | No 12, Jalan Lagenda 1, Taman Lagenda 75400, Melaka. |
| Email address | SarahFuadGarments@gmail.com |
| Contact number | |
| Form of Business | Partnership |
| Main activities | Sell Muslimah-friendly pants |

- Name of Business

The name of our business is Sarah Fuad. We decided to name our business Sarah Fuad is because it came from my mother's name (Syafiqah's mother), her name is Maisarah Binti Fuad. So, we decided to take Sarah Fuad as our business name as Sarah means "joy". We wanted to create joy for our customers so that they would be happy with our products.

- Business Address

Our business address is at No 12, Jalan Lagenda 1, Taman Lagenda 75400, Melaka. The stated area is our headquarters. Based on the geographical factor around our shop, that area is a well-developed area where it is near with shopping malls such as Jusco and Tesco, restaurants and various shops that sell different types of products and services. It is a place where it could attract people to visit our shop.

1.2 Organizational Chart



Sarah Fuad is a partnership type of business. It is a new start-up business that has just started off. The business is run by both of us, the owner, which is Wan Anis Sofiyya and Siti Nur Syafiqah.

1.3 Mission and Vision

A mission can be defined as how entrepreneurs will achieve their business goals, while vision statement describes what the company aspires to be in the long term. Both of these elements are important for all business as it helps the entrepreneurs in achieving their purposes and goals of their business.

Mission: To provide the best pants for all Muslim women by following the Islamic Syariah.

Vision:

- To create awareness to all Muslim women to follow the islamic syariah by wearing proper outfits.
- To focus on providing Muslim-friendly clothes to all Muslim women around the world.