



اَبُو سَيْدِي تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Filem, Teater  
dan Animasi

**FACULTY OF FILM, THEATRE AND ANIMATION (FiTA)  
UNIVERSITI TEKNOLOGI MARA (UiTM)**

**COURSE CODE / NAME:**

ENT530/ PRINCIPLE OF ENTREPRENEURSHIP

**LECTURER:**

MADAM NURHUDA BINTI HAJI NIZAR

**TITLE OF ASSIGNMENT:**

SOCIAL MEDIA

**NAME:**

NOOR AMIRA BINTI MOHD ANSARI

**STUDENT ID:**

2019229608

**PROGRAM / GROUP:**

FF237 A

no price  
not enough posting

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## 2.0 INTRODUCTION

### 2.1 Acknowledgement ✓

This study has been successfully completed with the help of several parties. Their contribution and help are greatly appreciated as they helped me a little in completing the assignment. In addition, this group has also provided some and full guidance both physically and mentally. I would like to express a special thanks of gratitude to my lecturer Miss Nurhuda Binti Haji Nizar, who gave me an opportunity to learn about this Facebook (FB) recently.

Also, my family and friend for their endless support, kind and understanding during these weeks. Their contribution is sincerely appreciated and gratefully acknowledged for sharing their support, either morally, financially, or physically, thank you. Above all, to the Great Almighty, the author of knowledge and wisdom, for his countless love.

### 2.1 Executive Summary ✓

This study is for the study of business resources conducted by students. Students have created a social media account on *Facebook* to be promoting sales products on learning matters. Therefore, students were given an assessment to create any posts during this 14 -week learning. Students can engage with a variety of information obtained on the platform used. After completing the assessment given, students need to make a report on the campaign work that has been done. Here, it needs to include any evidence of the post on Facebook and also Go-Ecommerce registration.

### 3.0 GO-ECOMMERCE registration


Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

**PERSONAL PROFILE** BUSINESS PROFILE

**PERSONAL INFORMATION**

  
**NOOR AMIRA BINTI MOHD ANSARI**

Name	: NOOR AMIRA BINTI MOHD ANSARI	Phone/Mobile	:	<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	nooramiira
Personal Facebook	: Noor Amira	Race	:	Malay
Gender	: Female	Special Need Required	:	No
Marital Status	: Single			

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Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

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UITM Puncak Perdana - NHN ENT530

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	:	UITM Puncak Perdana
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	:	Puncak Perdana
District of Institution	: Petaling	Postcode	:	40150
Level of Study	: Bachelor Degree	Study Status	:	Full time
Course Name	: NHN ENT530	Class Name	:	FF2374A
Subject Name	: Principles of Entrepreneurship	Year Enrolling the subject	:	2021
Month Enrolling the Subject	: 4	Lecturer Name	:	NURHUDA BINTI HAJI NIZAR
Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To Complete Study	: 2021	Expected Month To Complete Study	:	8
Related To Study Field	: Yes			

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## 4.0 BUSINESS INTRODUCTION

### 4.1 Name and Address



**Peachy Scarf Sdn. Bhd.** was established in 2017. They had started journey on Instagram and most of the customers are mostly artist and instafamous that made them widely known by people online. Peachy Scarf HQ was located at Shah Alam, Selangor. For now, due to pandemic Covid-19, the shop is not open for public. However, they are available 24 hours on online store that has been launched recently on website, ( <https://peachyscarf.com/>). For getting in touch with them, they already put out a number regarding customers orders or any general enquiries. Customers can contact them via WhatsApp number in they need a little help.



Founder of Peachy Scarf since 2017. Her name is Rudrya Rahim. Along with his husband Hafiz Sulaiman, they also have been together in business with other business as well that is Gallitos Shnacks, Littlneonates and Aunties Penyet. They have been married since 2015 and now has one son.

#### 4.2 Vision / Mission ✓



Peachy Scarf offers choices of hijab in various choices material, styles, and colours for everyday use. They make sure that the materials are high quality and also affordable prices at the same time. Peachy scarf is an exciting contemporary label which promotes an extensive collection that features modern hijab look for women. Peachy Scarf vision is to strive a global leader in hijab by empowering innovation and design to provide a total customer satisfaction. Besides the hijab covering for women “aurat”, they also come in modern look for better styles. They are become easier as the hijab style goes for everyday use or any occasions.



### 4.3 Product description




Hijab collections






<b>PRINTS</b>	<b>Scarf Types/ Color</b>
i. Pleats Please Prints 	Orchids
ii. Monochrome Collection 	Diamond, Geometry, Rhombus
<b>INSTANT</b>	




<p>i. Saroong Ukhti</p>		<p>Safiyah, Umrah, Zainab</p>
<p>ii. Bliss Instant Shawl</p>		<p>Cream, Lemonade</p>
<p>iii. Zarra Instant Adult</p>		<p>OffWhite</p>
<p>iv. Zarra Instant Kids</p>		<p>Offwhite, Olive ✓</p>



		
<b>SHAWL</b>		
i.	<p><b>Wanita Shawl</b></p> 	<p>Oriental, Old Rose, Penny</p>
ii.	<p><b>Flowy Chiffon Shawl</b></p> 	<p>Anchor, Bronze, Camel, Coal, Mahogany, Royal, Sweet</p>






<p>iii. Viscose Wrap Version 1</p> 	<p>Brick, Musk, Rose Latte, Soft Rose, Wood</p>
<p>iv. Thea Shawl</p> 	<p>Black</p>
<p>v. Jamia Shawl</p> 	<p>Navy Blue</p>
<p>vi. Sprinkle Shawl</p>	<p>Apricot</p>

		
<p><b>SQUARE</b></p>		
<p>i. Pleats Please Curve</p> 		<p>Brunette</p>
<p>ii. Maymoona Square</p> 		<p>Navy Blue</p>

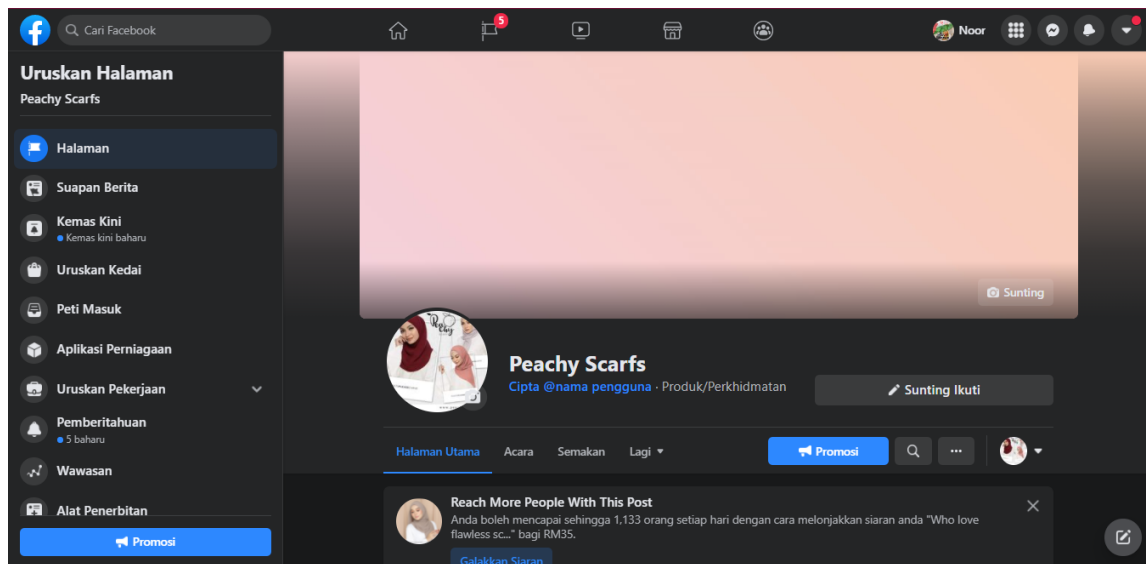
<b>ESSENTIAL</b>		
<p>i. Inner Full Tie-Back</p> 		<p>Coral, Dark Wood, Misty Rose, Sandy</p>
<p>ii. PS Mask</p> 		<p>Black, Nude, Opera, Wisteria</p>
<p>iii. Malika Inner</p> 		<p>Light Grey, Navy Blue, Offwhite</p>



<p>iv. Malika Inner Bonnet</p> 	<p>Dusty Blue, Garnet, Olive, Offwhite, Tortilla</p>
<p>v. Malika Cross</p> 	<p>Garnet</p>
<p>vi. Malika Inner Chin</p> 	<p>Silver, Navy Blue, Nude, Offwhite, Black, Light Grey,</p>

## 5.0 FACEBOOK PAGE

The business I chose to promote was Peachy Scarf. Peachy Scarf is one of the famous Muslimah scarf businesses in Malaysia. Many artists have made the peachy scarf as their hijab choice. Peachy Scarf is a hijab that many people choose because their hijab is easier to shape and without ironing the hijab. So, the researcher has created her business account on Facebook business page on June 4, 2021. This page has created for learning purpose only. So far 11 people have liked this page and followed its development.

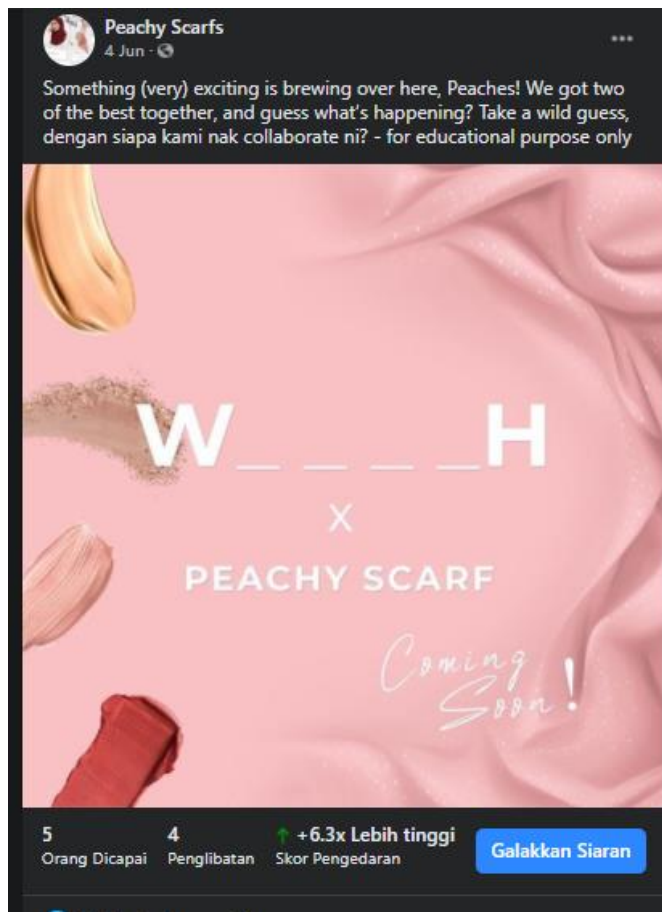


URL Facebook Page: [https://www.facebook.com/Peachy-Scarfs-105588945079746/?ref=page\\_internal](https://www.facebook.com/Peachy-Scarfs-105588945079746/?ref=page_internal)



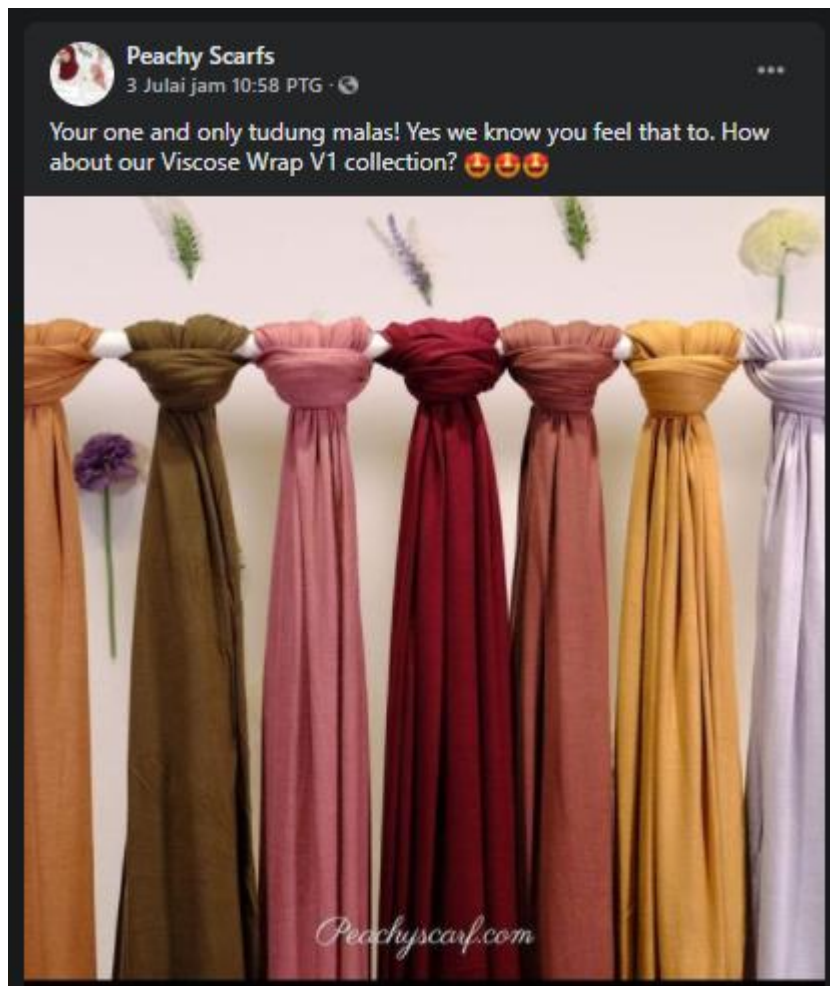
## 5.1 Teaser Post ✓

Teaser post has been created on 4 June 2021. A teaser post is one of the marketing strategies that builds curiosity to another person who has seen the posted. This post has been posted to catch a glimpse of products as a clue to what is happening. This way when the day has come, users are excited what kind of products are selling and they will buy it.



## 5.2 Hard Sell ✓

Hard sell is one of the advertising campaigns that features a direct selling. A hard sell post is a sales approach to asking for the people to buy it. It was a straightforward approach where a sales tries to closes the deal as soon as possible. The posted has been post on July 3, 2021, on 10:58 pm.

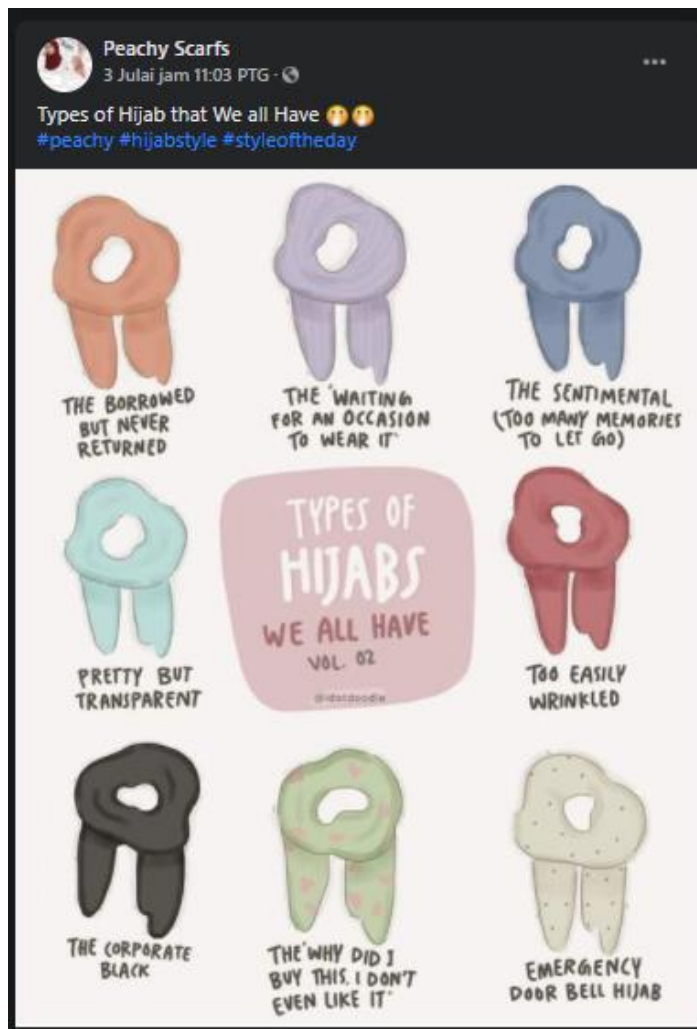




### 5.3 Soft Sell



Soft sell is indirect approach of post in terms to persuade other customers to buy a product. A soft sell technique is more focus on building a relationship with customers rather than pushing for a sale. This type of sell can keep a conversational tone to help buyers feel comfortable and at ease throughout the process. It is keeping an engaged with other customers for a long haul without turning them off with other sales tactics. This post has been posted on 3 July at 11.03 pm. It shows a types of scarf that all women have.



## 6.0 CONCLUSION

In conclusion, from this learning has taught us more in depth about the techniques of posting on social media. Various things that need to be emphasized when writing a post for sharing later. It is cannot be random to write a post that has no advantages. Moreover, the relationship between customers and sellers is crucial to maintaining business in the long run.

