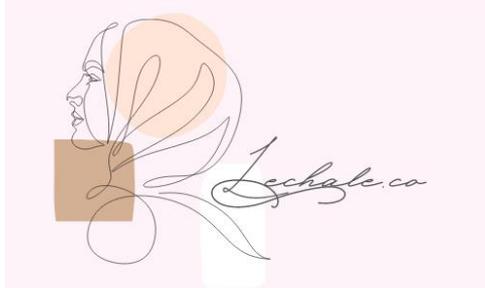




اُنْبُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## **SOCIAL MEDIA PORTFOLIO**

**LECHALE.CO**

### **PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

<b>FACULTY</b>	: FACULTY OF BUSINESS AND MANAGEMENT
<b>PROGRAMME</b>	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) ENTREPRENEURSHIP (BA233)
<b>SEMESTER</b>	: SEMESTER 2
<b>NAME</b>	: 1. AIN NURSYAHMIN BINTI KAMARUDDIN (2021474272) 2. HIZMA ROSAZRIN BINTI ABDUL RAHIM (2021886578)
<b>LECTURER</b>	: DR NOR HARLINA ABD HAMID

## **ACKNOWLEDGEMENT**

Firstly, we would like to express our special gratitude towards our beloved and respected lecturer Dr. Nor Harlina Abd Hamid for her valuable guidance and great support in order to complete this assignment.

Whatever we have done is only due to such guidance and assistance from many people and we will not forget to thank them. We also want to thank our parents who always give moral support and provide finance until we can finish up our Social Media Portfolio assignment.

We are really grateful because we manage to complete this assignment within the time frame given by Dr. Nor Harlina Abd Hamid. This assignment cannot be done without the effort and cooperation of both of us. Each of us has given 100% commitment to this assignment.

Last but not least, we would like to express our gratitude to our friends and all the people that help us directly and indirectly. Thank you for the support by liking and sharing our Facebook page with other people. We noticed that our engagement and sales increased continuously. Therefore, each and every one of them is greatly appreciated.

## **EXECUTIVE SUMMARY**

This assignment requires us to find a product and utilize Facebook (FB) for an online marketing campaign. We, as in Ain Nursyahmin and Hizma Rosazrin agreed to be a partnership company that sells various types of shawls. Thus, we are already registered as Eldinda's dropship.

We chose Lechale.co as our business's name as well as @lechale.co as our Facebook page. We mainly choose to sell embroidered shawls as nowadays people start to admire the beauty of hijab with embroidery. In Malaysia, the embroidered hijab has been a thing since the 80s, especially among the Malays. We feel happy that locals start to revive the old beauty that has been forgotten for a long time and now as many people say, it is a timeless piece.

We have to use copywriting for every Facebook post we make, including teasers, hard sells, and soft sells. A teaser is a brief introduction to a product that piques the audience's interest while remaining cryptic. A hard sell refers to an advertising or sales approach that features especially direct and insistent language while a soft sell is a method of salesmanship or advertising that uses subtle persuasion and a non-aggressive technique. Finally, we need to register for go-eCommerce, MyENT, and SSM. We need to actually sell products and record our online sales.

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# 1.0 GO-ECOMMERCE REGISTRATION

PERSONAL PROFILE
BUSINESS PROFILE



**AIN NURSYAHMIN BINTI  
KAMARUDDIN**

**Personal Information** Edit

Name	AIN NURSYAHMIN BINTI KAMARUDDIN	Phone/Mobile	:
New Identity Card No.		Home Address	:
Email Address		District	:
City		Postcode	:
State		Personal Instagram	:
Personal Facebook		Race	: Malay
Gender	: Female	Special Need	: No
Marital Status	: Single	Required	

**Institution Information** Add New

UiTM Puncak Alam - 530E NHAH

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam
District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time <span style="float: right; color: #f06292;">Edit Delete</span>
Course Name	: 530E NHAH	Class Name	: 530E
Subject Name	: ENT530ENHAH	Year Enrolling the subject	: 2022
Month Enrolling the Subject	: 3	Lecturer Name	: Nor Harlina Abd Hamid
Internship Enrollment	: Yes	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2024	Expected Month To Complete Study	: 3
Related To Study Field	: Yes		

PERSONAL PROFILE
BUSINESS PROFILE



**AIN NURSYAHMIN BINTI  
KAMARUDDIN**

Company Name	: lechale.co	Company Registration No.	:
Type Of Business	: Enterprise	Business Role	: Dropshipper <span style="float: right; color: #f06292;">Edit</span>
Facebook Page	: https://www.facebook.com/lechale.co	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Fashion & Lifestyle
Wechat for Business	:	Business Instagram Page	: www.instagram.com/lechale.co
Marketplace	: Others	Business Website	:
Business Related to Your Study Field	: Yes	Type Of Website	:
		Experience in International Export	: No

Figure 1: Ain Nursyahmin's Personal and Business Profile

PERSONAL PROFILE	BUSINESS PROFILE																																			
 <p><b>HIZMA ROSAZRIN BINTI ABDUL RAHIM</b></p>	<table border="0"> <tr> <td>Company Name</td><td>: lechale.co</td> <td>Company Registration No.</td><td>:</td><td><a href="#">Edit</a></td> </tr> <tr> <td>Type Of Business</td><td>: Enterprise</td> <td>Business Role</td><td>: Dropshipper</td> <td></td> </tr> <tr> <td>Facebook Page</td><td>: lechale.co</td> <td>Business Category/Business Sub-Category</td><td>: Apparel, Health &amp; Beauty / Fashion &amp; Lifestyle</td> <td></td> </tr> <tr> <td>Wechat for Business</td><td>:</td> <td>Business Instagram Page</td><td>: www.instagram.com/lechale.co</td> <td></td> </tr> <tr> <td>Marketplace</td><td>: Others</td> <td>Business Website</td><td>:</td> <td></td> </tr> <tr> <td>Business Related to Your Study Field</td><td>: Yes</td> <td>Type Of Website</td><td>:</td> <td></td> </tr> <tr> <td></td><td></td> <td>Experience in International Export</td><td>: No</td> <td></td> </tr> </table>	Company Name	: lechale.co	Company Registration No.	:	<a href="#">Edit</a>	Type Of Business	: Enterprise	Business Role	: Dropshipper		Facebook Page	: lechale.co	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Fashion & Lifestyle		Wechat for Business	:	Business Instagram Page	: www.instagram.com/lechale.co		Marketplace	: Others	Business Website	:		Business Related to Your Study Field	: Yes	Type Of Website	:				Experience in International Export	: No	
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		Experience in International Export	: No																																	

Institution Information		<a href="#">Add New</a>	
<p><b>UiTM Puncak Alam - 530E NHAH</b></p>			
Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Casuarina Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor...	City	: Puncak Alam
District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: 530E NHAH	Class Name	: 530E
Subject Name	: ENTS30ENHAH	Year Enrolling the subject	: 2022
Month Enrolling the Subject	: 3	Lecturer Name	: Nor Harlina Abd Hamid
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2024	Expected Month To Complete Study	: 7
Related To Study Field	: Yes		

Figure 2: Hizma Rosazrin's Personal and Business Profile



Figure 3: Ain Nursyahmin's eCertificate



Figure 4: Hizma Rosazrin's eCertificate

## 2.0 MYENT CERTIFICATE

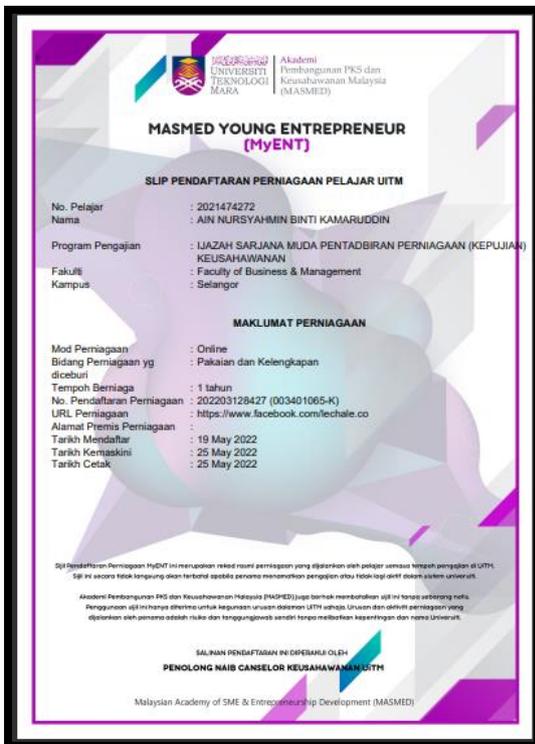


Figure 5: Ain Nursyahmin's MyENT Certificate



Figure 6: Hizma's Rosazrin's MyENT Certificate

### 3.0 SSM REGISTRATION



Figure 7: Ain Nursyahmin's SSM



Figure 8: Hizma Rosazrin's SSM

## 4.0 INTRODUCTION OF BUSINESS

### 4.1 Name and Address of Business



*Figure 9: Lechale.co's Logo*

Lechale.co is our business name, it comes from a French word meaning the shawl. The business was founded on May 1<sup>st</sup>, 2022. We started this business as a drop shipper embroidered shawl from Eldinda.co. We started to get involved in embroidered shawls because we believe that embroidered shawls will remain timeless as this type of shawl was also popular in the past, and it is brought back into this modern society. We sell a few limited pieces collection called Mawar, Melur, and Jelita. Our prices are average as it is also embroidered and required more attention compared to other types of shawls. As a dropshipper we only operate online and the payment are from online transfers.

Our business is located at . We have our online business page on Facebook called Lechale.co and we promote all our embroidered shawl collections on our Facebook page. Our business can be reached through WhatsApp number which is

## 4.2 Organisation Chart

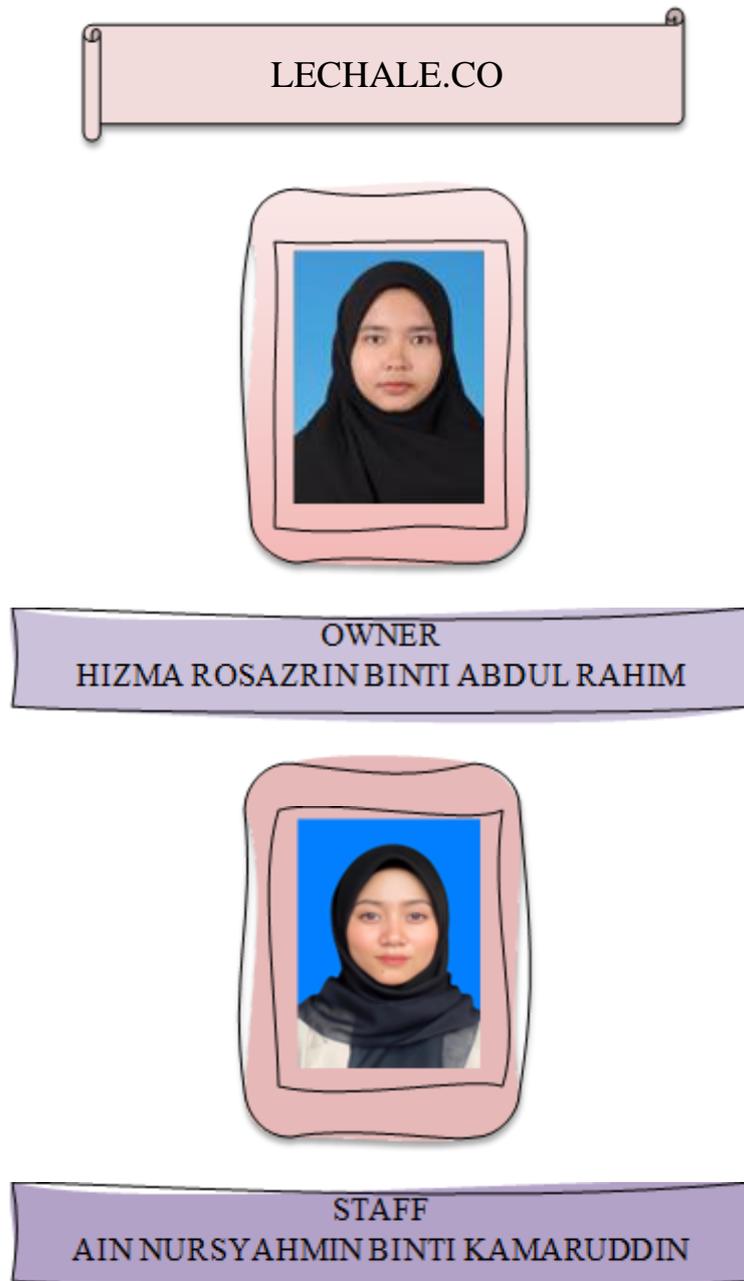


Figure 10: Lechale.co's Organization Chart

#### 4.3 Mission/Vision

##### **Mission**

- Lechale.co's mission is to continuously improve the quality of products that match the price and are able to provide customers satisfactory service.

##### **Vision**

- To expand the uniqueness and diversity of the hijab in the market.
- To always offer the latest hijab designs to be an inspiration to all the women out there.

#### 4.4 Descriptions of Products/Services



*Figure 11: Lechale.co's Products*

Lechale.co offers embroidered shawl products. Our products are timeless as it based on the previous generation.

We have three embroidered shawl collection that has been released for sale called Mawar , Melur, and Jelita. Mawar embroidered shawl collection has three colour options which are granola oat, wheat sand, and butter cream. Melur has four different colour selections which are hazel, nude blush, butter milk, and butter cream. Jelita embroidered shawl has three colours to choose from which are black gold, warm ivory, and sand beach.

Our embroidered shawl is made from high-quality materials called Korean chiffon and the embroidered details are top-notch. Each collection has its own identity. Our embroidered shawl is also set in limited quantity, so it is a limited piece. Each collection is minimalist but also elegant. Quality checks are made before posting each product to our customers.

4.5 Price List

PRODUCT	PRICE (RM)
 <p>Butter cream Wheat sand Granola oat MAWAR ELDINDA.CO</p> <p>Mawar Shawl Sulam</p>	<p>Normal Price: RM 65.00 Early Bird Price: RM 55.00 24 Hours Sale: RM 55.00</p> <p>Postage: RM 8 (SM) RM 13 (SS)</p>
 <p>Hazel Nude blush Butter milk Butter cream MELUR ELDINDA.CO</p> <p>Melur Shawl Sulam</p>	<p>Normal Price: RM 59.00 Early Bird Price: RM 49.00 24 Hours Sale: RM 49.00</p> <p>Postage: RM 8 (SM) RM 13 (SS)</p>
 <p>Black Gold Warm ivory Sand beach Jelita ELDINDA.CO</p> <p>Jelita Curve Shawl Sulam</p>	<p>Normal Price: RM 65.00 Early Bird Price: RM 55.00</p> <p>Postage: RM 8 (SM) RM 13 (SS)</p>

Table 1: Lechale.co's Price List

## 5.0 FACEBOOK (FB)

### 5.1 Facebook (FB) Page

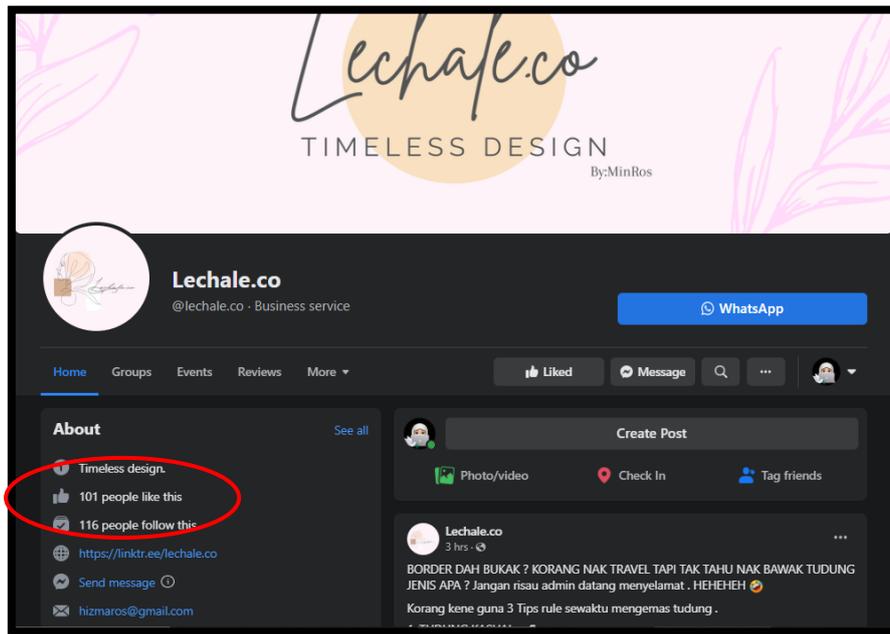


Figure 12: Lechale.co's Facebook Page

### 5.2 URL Facebook (FB) Page

<https://www.facebook.com/lechale.co>

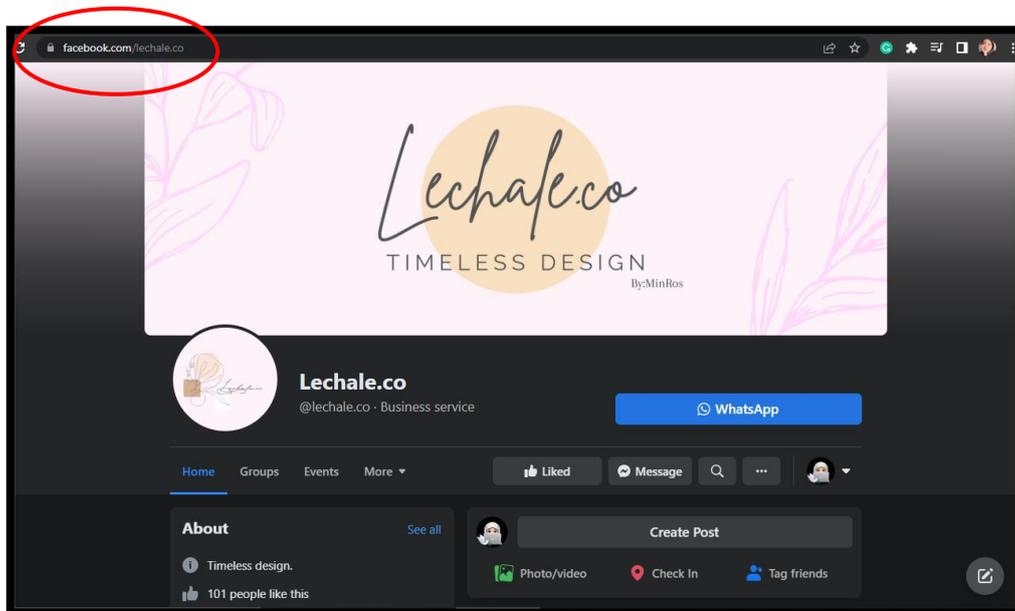
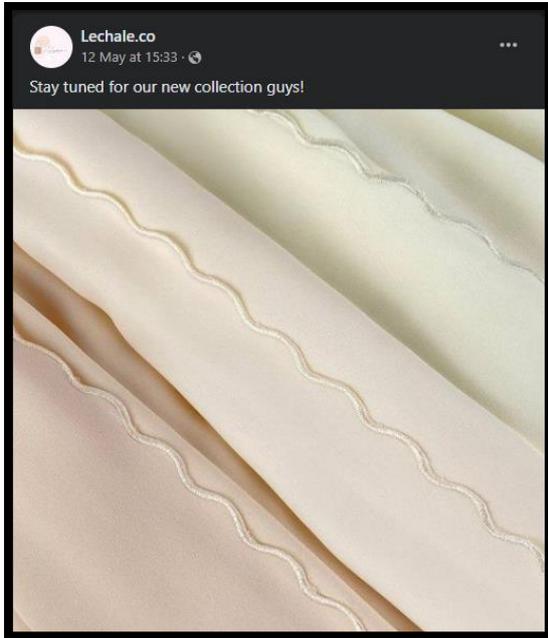


Figure 13: Lechale.co's Facebook URL

### 5.3 Facebook (FB) Post – Teaser

Teaser 1



Teaser 2



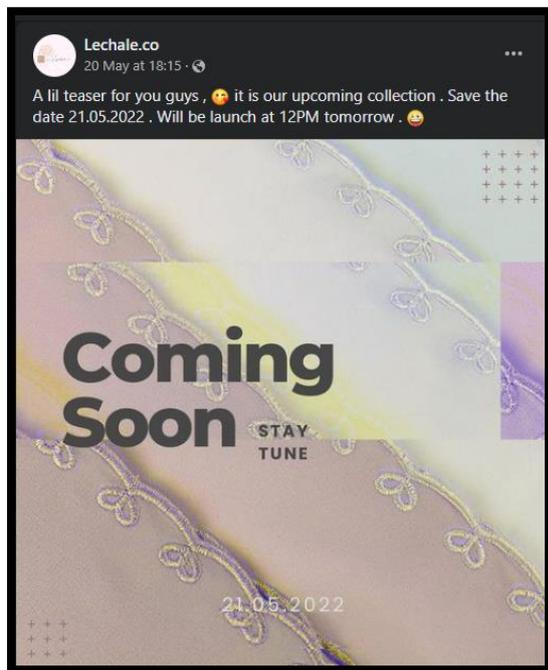
Teaser 3



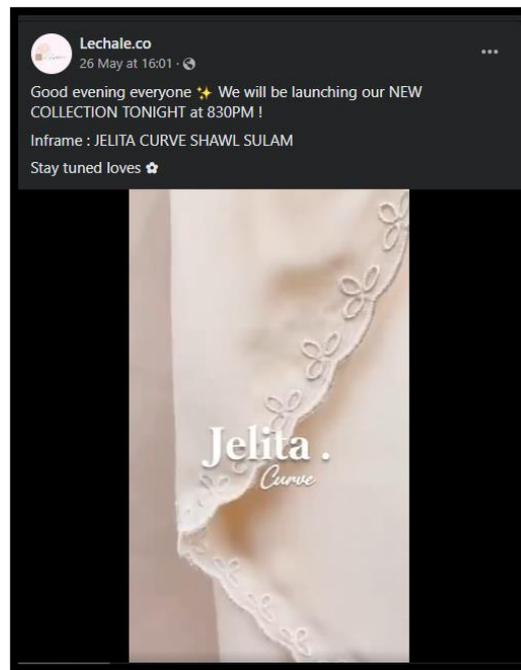
Teaser 4



### Teaser 5



### Teaser 6



## 5.4 Facebook (FB) Post – Copywriting (Hard Sell)

### Hard sell 1

Lechale.co  
15 May at 12:00 · 🌐

Mawar shawl sulam 🌹

Material : Korean Chiffon  
Size : 1.8m x 0.7m +/-  
Finishing : Full sulam  
Opacity : 8/10  
Normal Price : RM 65  
Early Bird Price : RM 55

\*harga tidak termasuk postage  
\*colour might be a bit different due to lighting

Postage  
SM = RM8  
SS = RM13

<https://www.wassap.my/601125688532>  
To purchase DM me or comment NAK

Open for

### Hard sell 2

Lechale.co  
20 May at 12:57 · 🌐

Mawar shawl sulam 🌹

Material : Korean Chiffon  
Size : 1.8m x 0.7m +/-  
Finishing : Full sulam  
Opacity : 8/10  
Normal Price : RM 65  
Early Bird Price : RM 55

\*harga tidak termasuk postage  
\*colour might be a bit different due to lighting

Postage  
SM = RM8  
SS = RM13

<https://wa.me/601125688532>  
<https://wa.me/601125688532>

Cepat guys , sebelum kehabisan stock . Tengokla tu material dia , sangatlah lembut ye . 😊

To purchase DM me or comment NAK

### Hard sell 3

Lechale.co  
21 May at 12:00 · 🌐

Melur shawl sulam ❤️

Material : Korean chiffon  
Size : 1.8m x 0.7m +/-  
Finishing : Full sulam  
Opacity : 8/10  
Normal Price : RM 59  
Early Bird Price : RM 49

\*harga tidak termasuk postage  
\*colour might be a bit different due to lighting

Postage  
SM = RM8  
SS = RM13

<https://wa.me/601125688532>  
<https://wa.me/601125688532>

To purchase DM me or comment NAK

Open for order

### Hard sell 4

Lechale.co  
21 May at 14:33 · 🌐

Melur shawl sulam come in 4 different colour . 😊

\*Hazel  
\*Nude blush  
\*Buttermilk  
\*Buttercream

Material : Korean chiffon  
Size : 1.8m x 0.7m +/-  
Finishing : Full sulam  
Opacity : 8/10  
Normal Price : RM 59  
Early Bird Price : RM 49

\*harga tidak termasuk postage  
\*colour might be a bit different due to lighting

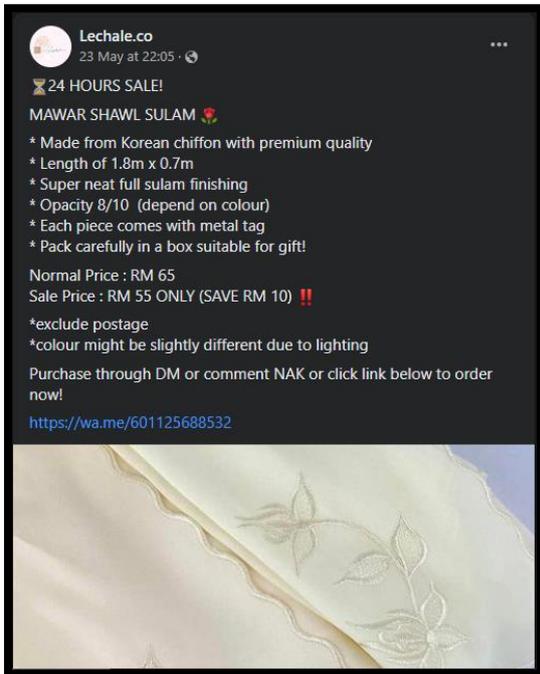
Postage  
SM = RM8  
SS = RM13

<https://wa.me/601125688532>  
<https://wa.me/601125688532>

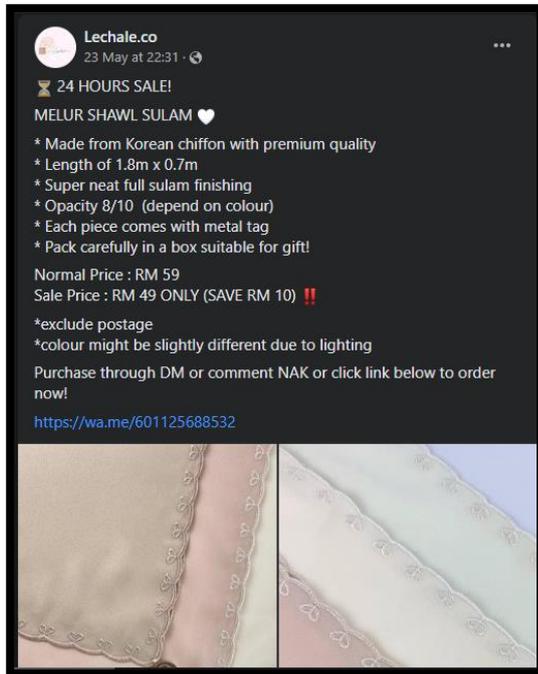
To purchase DM me or comment NAK

Open for order

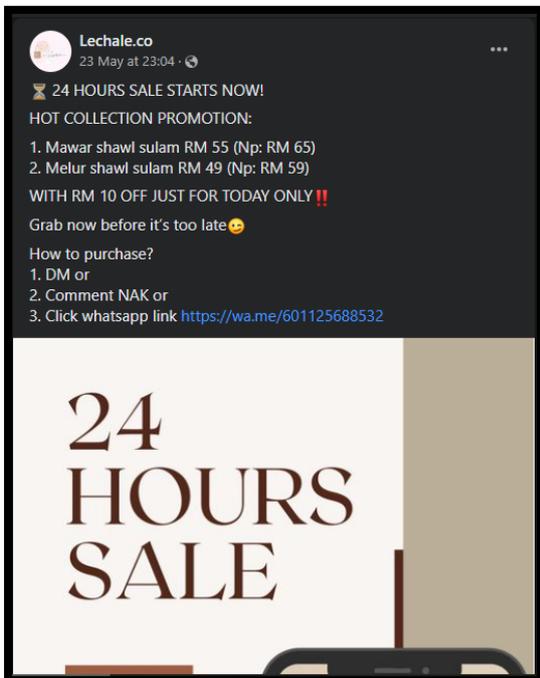
Hard sell 5



Hard sell 6



Hard sell 7



Hard sell 8



### Hard sell 9

**Lechale.co**  
26 May at 16:52 · 🌐

NAK NAMPAK EXTRA PRETTY AT OPEN HOUSE?  
Worry not cause we got you sis! 😊  
Material JELITA CURVE SHAWL SULAM dari premium korean chiffon yang sangat flowy, mudah bentuk, perfect for every occasion dan cantik dipakai ke mana-mana 🍷  
OUR NEW COLLECTION LIMITED EDITION 🌟  
Siapa nak book untuk collection baru kali ini boleh PM SEKARANG to secure yours !!  
<https://wa.me/601125688532>  
<https://wa.me/601125688532>  
<https://wa.me/601125688532>



### Hard sell 10

**Lechale.co**  
26 May at 17:11 · 🌐

JELITA SULAM COLOUR REVEAL !!  
Korang mesti tertanya-tanya kan kenapa collection kali ini kami keluarkan 3 warna sahaja dan LIMITED STOCK?  
Kerana design kali ini special sikit sebab finishing sulamnya sangat terperinci iaitu CURVE SULAM BUNGA DAN LINEN SULAM SCALLOP 🌟  
INGINKAN JELITA ?  
DM US, or COMMENT NAK, or CLICK LINK BELOW TO BOOK YOURS NOW  
<https://wa.me/601125688532>  
SIAPA CEPAT DIA DAPAT 🍷



### Hard sell 11

**Lechale.co**  
26 May at 20:32 · 🌐

JELITA CURVE SHAWL SULAM 🍷

Material : Korean chiffon  
Size : 1.8m x 0.7m +/-  
Finishing : Curve sulam bunga ; Linen sulam scallop  
Opacity : 8/10  
Normal Price :RM 65  
Early Bird Price : RM 55  
\*harga tidak termasuk postage  
\*colour might be a bit different due to lighting  
Postage  
SM = RM 8  
SS = RM 13  
To purchase DM or comment NAK or click link  
<https://wa.me/601125688532>  
<https://wa.me/601125688532>  
<https://wa.me/601125688532>



### Hard sell 12

**Lechale.co**  
26 May at 23:29 · 🌐

GRAB JELITA NOW BOLEH DAPAT EARLY BIRD PRICE !!  
Normal price : RM 65 ❌  
Early bird price :  
RM 55 ONLY (SAVE RM 10) ✅  
If you guys still tak nampak macam mana curve sulam bunga dan linen sulam scallop tu boleh refer gambar di bawah 🌟  
CEPAT ORDER GUYS BEFORE PRICE BACK TO NORMAL BY TOMORROW 🍷  
Clink link di bawah to purchase  
<https://wa.me/601125688532>  
<https://wa.me/601125688532>



### Hard sell 13

**Lechale.co**  
27 May at 23:22 · 🌐

SULAM SHAWLS ARE SO CANTIK TO RESIST NOWADAYS 🥰

Apa yang special sangat shawl sulam ni sampai VIRAL dan menjadi kegilaan ramai gegirls lately ni ?

- 🌟 Flowy dan tak panas
- 🌟 Senang bentuk dan tak licin
- 🌟 Luxurious look
- 🌟 Nampak ayu, anggun, klasik
- 🌟 Limited edition, limited stock !!
- 🌟 Each piece pack carefully in a box suitable for gift!

Here we have:

- 🌸 Mawar shawl sulam : RM 65
- 📍 Melur shawl sulam : RM 59
- 👉 Jelita shawl sulam : RM 65

JOM DAPATKAN SEKARANG SHAWL SULAM EXCLUSIVE TERKINI

To purchase:

1. Dm or
2. Comment NAK or
3. Click link <https://wa.me/60112568853>



### Hard sell 14

**Lechale.co**  
Yesterday at 00:05 · 🌐

MAWAR SHAWL SULAM CANTIK SANGAT KAN? 🥰

Stock Mawar shawl sulam ni makin susut tau. Memang rugi kalau you all tak dapatkan cepat 🥰 Also harga kami jauh lebih murah dari online seller yang lain tau 🥰 Tengok pun dah tahu kenapa Mawar shawl sulam ni cepat habis hehe

Inframe : Mawar shawl sulam in code Wheat Sand RM 65.00 SAHAJA 🥰

Berminat? Whatsapp sekarang !!

<https://wa.me/601125688532>  
<https://wa.me/601125688532>  
<https://wa.me/601125688532>



### Hard sell 15

**Lechale.co**  
10 hrs · 🌐

GRAB MELUR CEPAT BEFORE SOLD OUT !!

Siapa suka design minimalist but ada detailing cantik kemas admin suggest you all grab Melur shawl sulam cepat!!

Melur available in code:

- 📍 Hazel
- 📍 Nude blush
- 📍 Butter milk
- 📍 Butter cream

RM 59 ONLY 🥰 !?

Harga yang kami offer pun jauh LEBIH MURAH dari online seller yang lain 🥰

For fast response, please submit your order to <https://wa.me/601125688532>

Name:  
Address:  
No. Phone:  
Order : Melur in code Hazel (contoh)



### Hard sell 16

**Lechale.co**  
5 hrs · 🌐

JELITA TAK AKAN RESTOCK LAGI 🥰 !?

Collection Jelita curve shawl sulam mmg dari awal dijangka SOLD OUT BILA-BILA MASA SAHAJA sebab stock sangat limited.

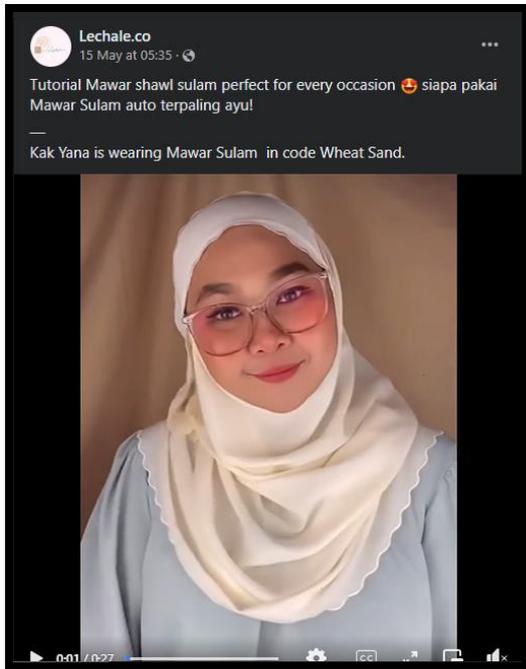
Berminat utk grab Jelita? Laju-laju order di whatsapp sekarang before stock habis licin menyesal you all 🥰

WHATSAPP SEKARANG,  
<https://wa.me/601125688532>  
Atau DM,  
Atau comment NAK.

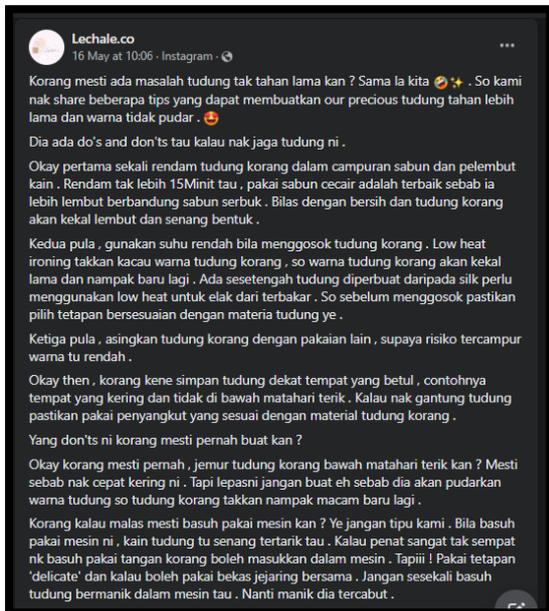


## 5.5 Facebook (FB) Post – Copywriting (Soft Sell)

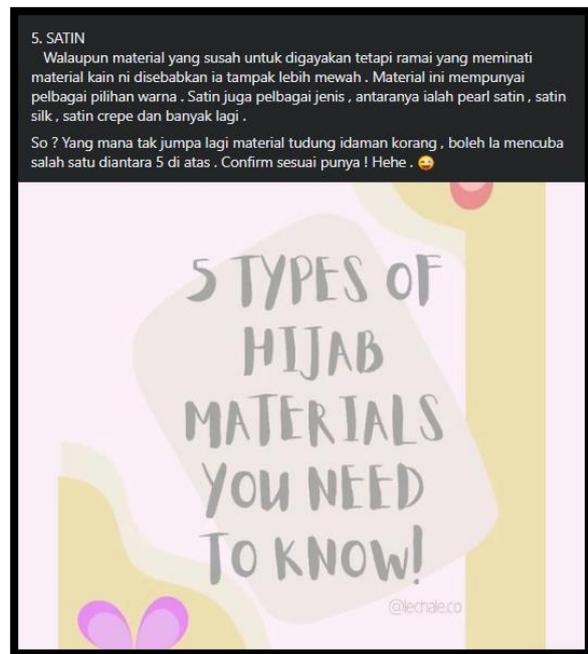
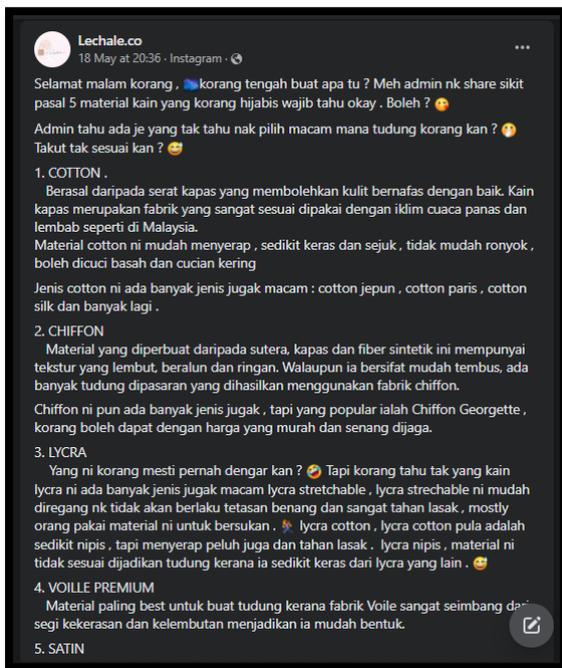
### Soft sell 1



### Soft sell 2



## Soft sell 3



## Soft sell 4



## Soft sell 5

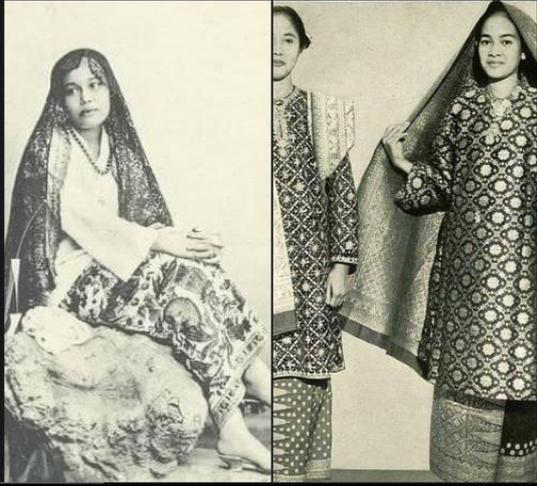


## Soft sell 6

**Lechale.co**  
22 May at 11:12 · 🌐

Patutlah shawl sulam trending lately ni. Bila pakai nampak ayu, anggun, klasik macam orang dulu-dulu in the 80's. Pair it with baju kurung or kebaya is a chefkiss 🥰

Herewith a picture or two of how orang dulu-dulu berpakaian. Hope to be an inspiration for all of us ✨



## Soft sell 7

**Lechale.co**  
23 May at 12:23 · 🌐

Psst! Awak pening ke nak bagi hadiah apa sempena birthday, anniversary girlfriend/fiance/wife awak ? Meh sini saya share sikit a few things yang perempuan suka kalau awak nak bagi hadiah .

- 1. COKLAT**  
- Coklat , apa ii coklat asalkan coklat , mostly perempuan suka coklat tau . Most common coklat yang orang selalu bagi as hadiah is Ferrero Rocher , Cadbury , KitKat and banyak lagi .
- 2. BUNGA**  
- Bunga guys , common bunga selalu orang bagi ialah bunga mawar merah , tetapi sekarang trending bagi dries babybreath or other dried flowers . Tahan lama sikit .
- 3. TUDUNG (for hijabis)**  
- Apa-apa tudung , shawl ke bawal ke . Material apa ii pun boleh . Based on what you think your girlfriend/wife/fiance/friend prefer .  
Kalau korang tak sure jugak nk pilih apa lagi . Bolehla beli bouquet shawl macam ni. So takde la pening ii lagi nk pilih .



## Soft sell 8

**Lechale.co**  
Published by Hizma Rosazrin · 24 May at 11:53 · 🌐

Guys , admin nk share tips on how to choose your colour based on your skin tones .

**Kulit Putih Cerah**  
Untuk korang yang berkulit putih biasanya senang padan dengan kebanyakan warna. Tak kisah warna gelap ataupun cerah. Warna yg paling sesuai adalah warna-warna solid seperti hijau, merah, hitam, biru terang, dan ungu.  
Warna yang harus dielakkan iaitu warna yang terlampau lembut seperti warna pastel, dan beige kerana akan menyebabkan kulit anda kelihatan bertambah pucat. Warna putih juga harus dielakkan ya.

**Kulit Kuning Langsat**  
Bagi yang berkulit kuning langsung, korang sesuai menggayakan warna-warna cerah seperti merah jambu, merah, kuning, dan biru.  
Korang kene elak warna krim, coklat dan oren kerana warna tersebut akan membuatkan anda kelihatan pucat.

**Kulit Sawo Matang**  
Pada mereka yang berkulit sawo matang pula, pemilihan warna pastel & warna gelap adalah pilihan yg terbaik kerana akan membuatkan kulit lebih cerah dan ayu. Sebagai contoh memilih warna krim, navy, ungu, hitam, dan warna pastel dapat menyerlahkan tona kulit anda.  
Warna yang harus dielakkan adalah warna kelabu dan coklat gelap kerana warna tersebut boleh menyebabkan kulit anda kelihatan bertambah gelap.

**Kulit Hitam Manis**  
Untuk mereka yang berkulit gelap adalah sesuai dengan warna cerah dan ceria seperti merah jambu, hijau, lavender, dan royal blue kerana warna tersebut boleh mencerahkan lagi kulit anda.

Bagi mereka yang berkulit gelap perlu lebih berhati-hati dalam pemilihan warna tudung, jadi perlu dielakkan warna tudung yang gelap seperti hitam, hijau gelap dan warna-warna gelap yang lain kerana warna itu akan membuatkan kulit nampak lebih malap.



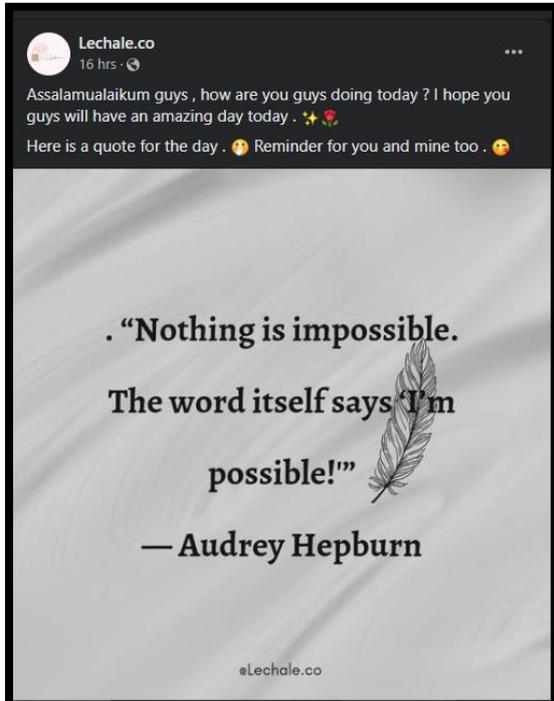
Soft sell 9



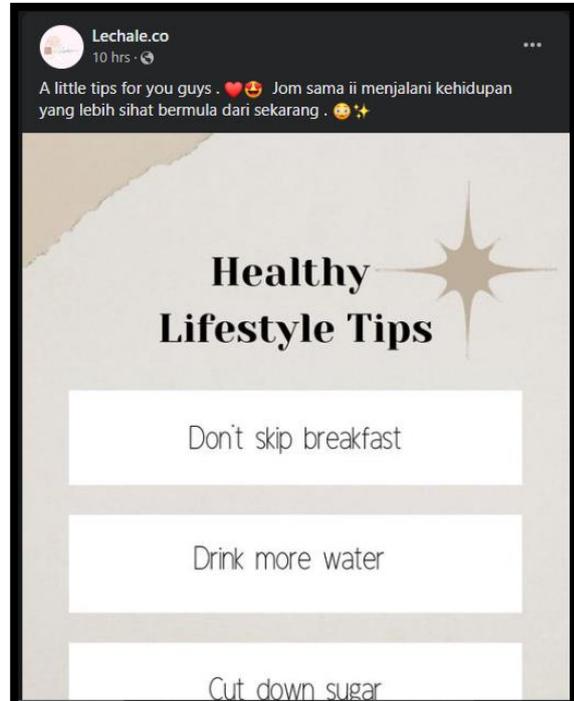
Soft sell 10



Soft sell 11



Soft sell 12



## Soft sell 13

Lechale.co  
8 hrs · 🌐

Anak Tudung Tak Selesa? Tips Ni Boleh Bantu !! !!

Tip-tip penting supaya hijabista sentiasa selesa dengan anak tudung yang dipakai. 🥰🥰

- 1. Pilih Material Yang Bagus**  
Kalau nak cari material yang bagus tu, cari kain yang tak berat, stretchable dan paling penting sekali breathable.

Kenapa kena cari material yang macam ni? Senang cerita bila anda pakai, tak la rasa berat atas kepala, lepas tu tak pulak rasa anak tudung tu cengkam kepala anda. Yang breathable pulak untuk pastikan kulit anda boleh bernafas. Barulah tak rasa panas dan gatal-gatal atas kepala tu.

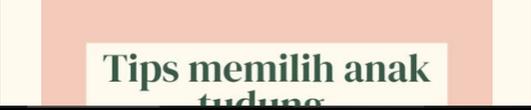
- 2. Pilih Design Yang Trendy**  
Contoh macam sekarang tengah trending dan viral pasal anak tudung Puffy Inner. Tak pernah dengar pasal Puffy Inner?

Alah... Yang inner boleh bagi efek sanggul tu. Yang kalau orang berambut pendek pakai boleh nampak macam ada sanggul yang natural bila pakai Puffy Inner ni.

- 3. Pilih Warna Yang Match Dengan Tudung** 🌸  
Kalau tudung yang anda pakai tu kain jenis jarang dan nipis, memang sangat penting untuk pilih warna inner yang sesuai dengan tudung tadi.

Contoh kalau tudung tadi warna cerah, janganlah pakai warna inner yang gelap atau hitam. Nanti nampak dalam tu. Sebaiknya carilah warna-warna yang cerah dan masuk dengan warna tudung tadi.

Tapi kalau tudung tu warna gelap dan tak jarang, gunalah warna apa pun asal selesa nak dipakai.



## Soft sell 14

Lechale.co  
5 hrs · 🌐

Assalamualaikum and hai guys, buat apa tu? 🤔 Nak masak apa untuk makan tengah hari ni? 🍽️

Quote for today . 🌸🌟 Jangan putus asa dalam melakukan sesuatu perkara . 🌹 Peringatan untuk korang, termasuklah saya sendiri . 🥰



## Soft sell 15

Lechale.co  
3 hrs · 🌐

BORDER DAH BUKAK ? KORANG NAK TRAVEL TAPI TAK TAHU NAK BAWAK TUDUNG JENIS APA ? Jangan risau admin datang menyelamatkan . HEHEHEH 🤪

Korang kene guna 3 Tips rule sewaktu mengemas tudung .

- 1. TUDUNG KASUAL**  
Tudung kasual adalah untuk dipakai pada hari biasa sepanjang tempoh percutian. Tudung kasual anda boleh pilih sama ada tudung bawal atau selendang mengikut keselesaan korang.
- 2. TUDUNG SEGERA**  
Tudung segera sangat diperlukan ketika berlakunya kecemasan . Pastikan tudung segera yang dibawa perlulah ringan dan bersaiz kecil agar mudah dibawa kemana-mana.
- 3. TUDUNG GLAMOR**  
Tudung ini jarang digunakan tetapi tidak salah sekiranya dibawa bersama terutamanya ketika ingin berOOTD di tempat-tempat yang menarik dan mewah. Pastikan semua tudung dibawa ketika travel adalah berwarna selamat , warna yang dapat dipadankan dengan pelbagai jenis warna pakaian korang . Contoh warna tudung yang senang padan ialah warna Hitam, Nude, atau pastel.

Tudung yang minimalist dan effortless juga pilihan yang terbaik kerana ia dapat menjimatkan ruang bagasi . Memilih tudung yang tidak mudah renyuk juga dapat menjimatkan masa korang ketika sedang travel.

SELAMAT MENCUBA! 🥰



## Soft sell 16

Lechale.co  
7 mins · 🌐

3 CARA MENYIMPAN TUDUNG DENGAN KEMAS.

Mari admin share sedikit tips untuk menyimpan tudung korang dengan teratur.

- 1. BAKUL** - Lipat atau gulung tudung anda, Susun mengikut panjang dan lebar bersesuaian dengan saiz bakul. Cari bakul yang mempunyai penutup agar tidak berhabuk jika disimpan diluar almari.
- 2. HANGER** - Gunakan penyangkut khas untuk tudung agar nampak lebih kemas. Korang boleh dapatkan hanger tudung secara online seperti di Shopee atau Lazada. Sekiranya ingin lebih jimat boleh saja nak guna penyangkut baju.
- 3. SUSUN DI DALAM LACI ALMARI** - Sekiranya mempunyai almari yang luas, korang boleh je guna laci tersedia untuk lipat tudung dan susun di dalam laci. Cara ni dapat menjimatkan kos dan ruang.

MUDAHKAN? CUBALAH DI RUMAH AGAR TUDUNG KORANG TERSIMPAN DENGAN LEBIH RAPI. 🥰



5.6 Relevant Graphics to Each Post/Copywriting



Figure 14: Hard Sell 1



Figure 15: Hard Sell 2



Figure 16: Hard Sell 3



Figure 17: Hard Sell 4



Figure 18: Hard Sell 5



Figure 19: Hard Sell 6



Figure 20: Hard Sell 7



Figure 21: Hard Sell 8



Figure 22: Hard Sell 9



Figure 23: Hard Sell 10



Figure 24: Hard Sell 11



Figure 25: Hard Sell 12



Figure 26: Hard Sell 13



Figure 27: Hard Sell 14



Figure 28: Hard Sell 15



Figure 29: Hard Sell 16



Figure 30: Hard Sell 17



Figure 31: Hard Sell 18



Figure 32: Soft Sell 1

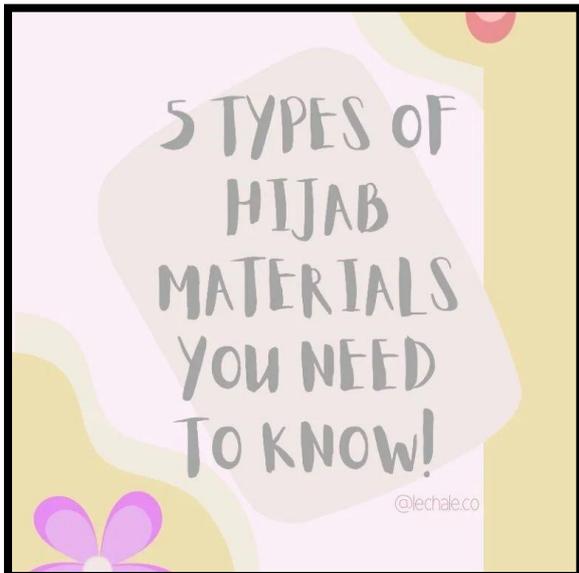


Figure 33: Soft Sell 2



Figure 34: Soft Sell 3



Figure 35: Soft Sell 4

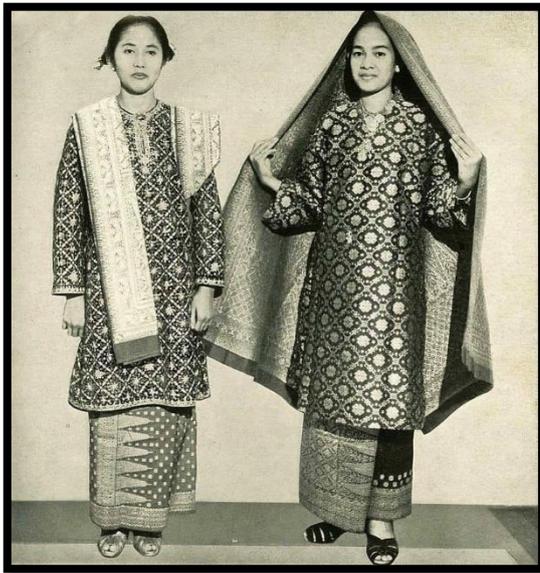


Figure 36: Soft Sell 5

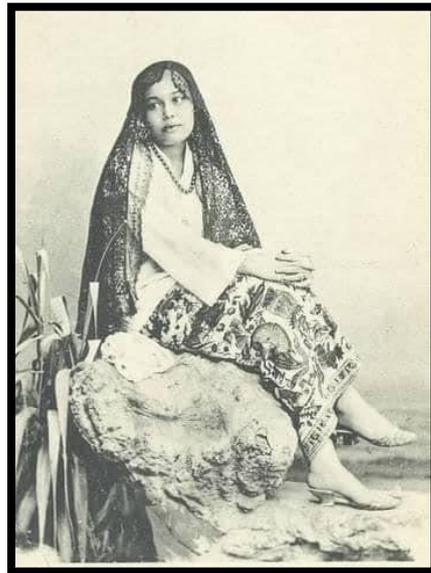


Figure 37: Soft Sell 6



Figure 38: Soft Sell 7



Figure 39: Soft Sell 8



Figure 40: Soft Sell 9



Figure 41: Soft Sell 10

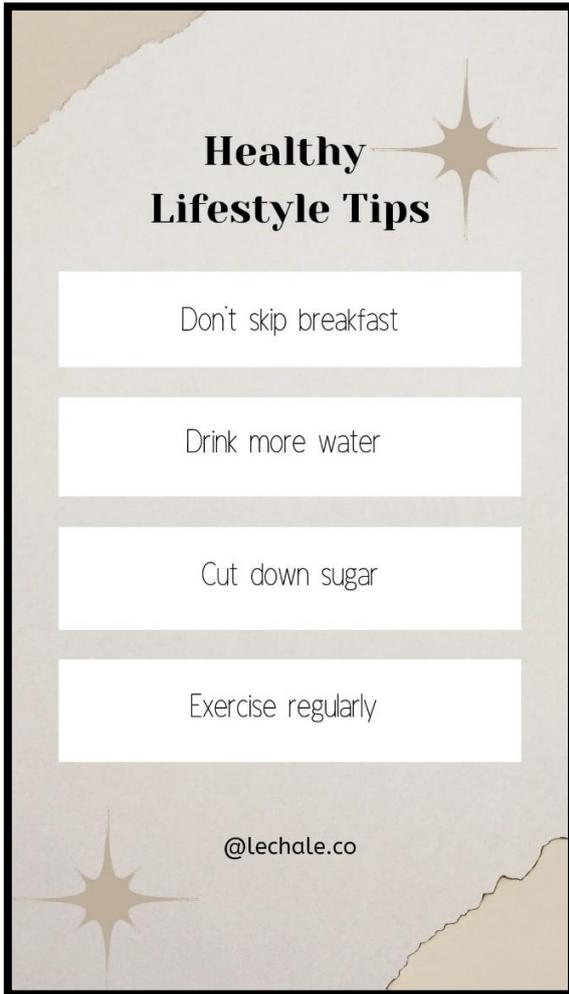


Figure 42: Soft Sell 11

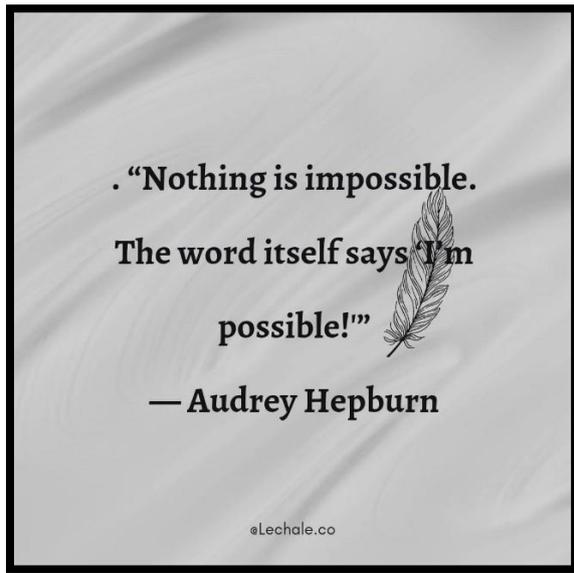


Figure 43: Soft Sell 12



Figure 44: Soft Sell 13



Figure 45: Soft Sell 14



Figure 46: Soft Sell 15



Figure 47: Soft Sell 16

## 5.7 Sales Report

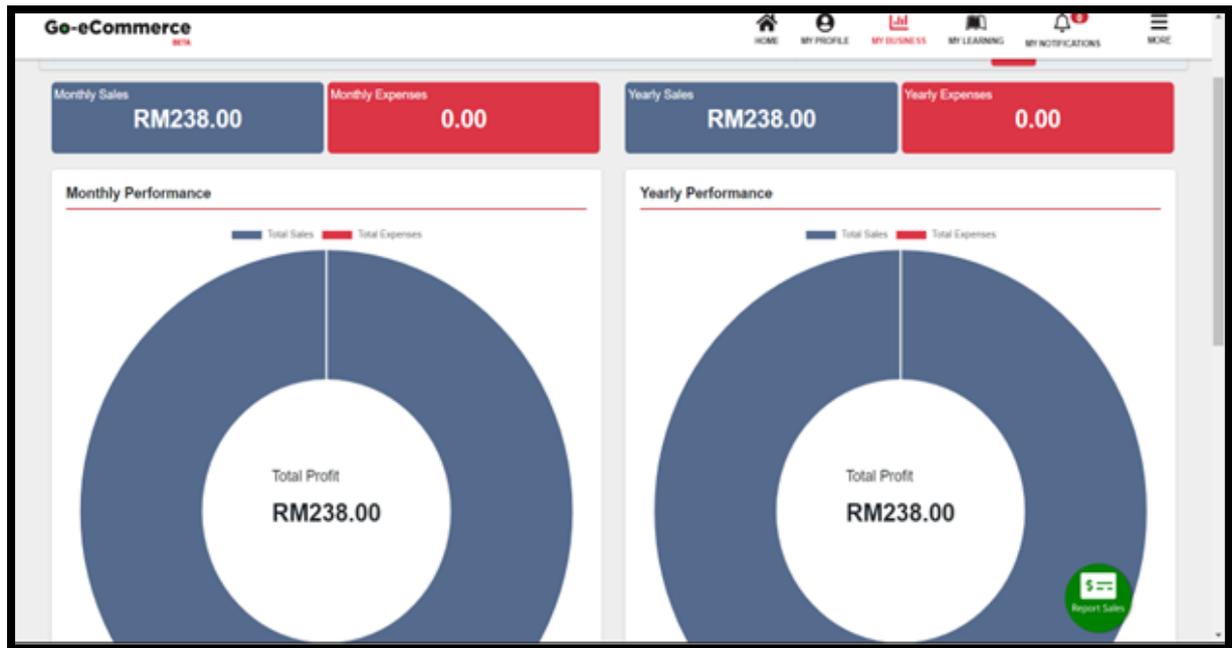
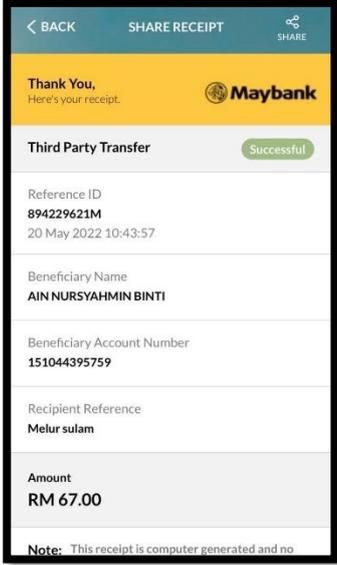
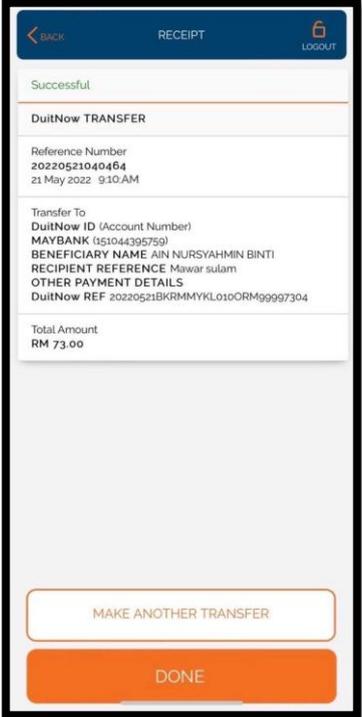
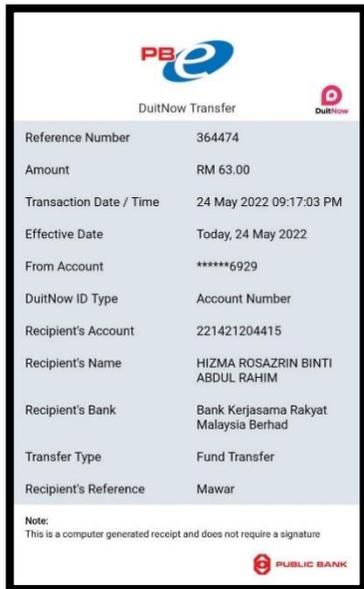


Figure 48: Lechale.co's Sales Report

RECEIPT	CUSTOMER'S DETAILS
 <p>Thank You, Here's your receipt.</p> <p><b>Third Party Transfer</b> <span>Successful</span></p> <p>Reference ID <b>894229621M</b> 20 May 2022 10:43:57</p> <p>Beneficiary Name <b>AIN NURSYAHMIN BINTI</b></p> <p>Beneficiary Account Number <b>151044395759</b></p> <p>Recipient Reference <b>Melur sulum</b></p> <p>Amount <b>RM 67.00</b></p> <p><small>Note: This receipt is computer generated and no</small></p>	<p>Nurul Ain No 15, Jalan Puyuh, Taman Tun Rahah, Bukit Katil 75450 Melaka Online banking DHL 5920125666279932</p>
 <p>Successful</p> <p><b>DuitNow TRANSFER</b></p> <p>Reference Number <b>20220521040464</b> 21 May 2022 9:10 AM</p> <p>Transfer To <b>DuitNow ID (Account Number)</b> MAYBANK (151044395759) BENEFICIARY NAME AIN NURSYAHMIN BINTI RECIPIENT REFERENCE Mawar sulum OTHER PAYMENT DETAILS DuitNow REF 20220521BKRRMYKL010ORM99997304</p> <p>Total Amount <b>RM 73.00</b></p> <p>MAKE ANOTHER TRANSFER</p> <p>DONE</p>	<p>Ain Nurhaziqah No. 271-3 Lorong Tamin Kampung Temiang Jalan Salleh 84000 Muar Johor Online banking Ninjavan SPE2627902277</p>



Hizma Rozalia  
 PT 41611 B-2 Kampung Sungai Merab  
 Hulu, 43650 Bandar Baru Bangi, Selangor  
 Online Banking  
 JnT  
 620001510781289



Nur Atiqah  
 Arte+ Jalan Ampang, Jln Bemban, 55000  
 Kuala Lumpur, Federal Territory of Kuala  
 Lumpur  
 Online Banking  
 Jnt  
 620001413883068

Table 2: Customers' Details

## **6.0 CONCLUSION**

In conclusion, the advantages of a social media report are that it can help us create better content and schedule our interactions with current and potential customers by providing the best times and days of the week. It also assists our business in determining popular topics on a particular day, as well as when and why customers interact. For instance, after work hours, on weekends, and during lunch.

Creating a Facebook page is a fantastic way to centralize data and engage with customers one-on-one. Aside from that, Facebook provides us with the opportunity to develop a longer-term interactive platform on which we can genuinely engage our customers.

Last but not least, we hope that by completing this report, we will be able to improve our problem-solving, critical thinking, research, and management skills, as well as become more innovative. We hope that our company will grow in the future and will be recognized by a lot of people.