



اُنْبُوْا سَيِّئِيْ تَيَكُوْلُوْا كَيِّ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT  
UiTM PUNCAK ALAM, SELANGOR**

**PRINCIPLE OF ENTREPRENEURSHIP  
(ENT530)**



**TITLE: SOCIAL MEDIA PORTFOLIO (THAT'S VOGUE)**

**PREPARED BY:**

- |                               |              |
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**PROGRAMME CODE/CLASS:  
ENT530/L**

**PREPARED FOR:  
NUR FAZLINA GHAZALI**

**SUBMISSION DATE:  
14th JULY 2022**

## **ACKNOWLEDGEMENT**

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Next, I'd like to express my gratitude to Miss Nurfaizlina Ghazali, the Lecturer of ENT530, for providing us with a lot of guidance to complete this case study. All advice, reprimands, and guidance are helpful in completing this task. Not to mention, my group partner Nurul Nabihah and our supportive colleagues help gain followers and contribute by supporting us through likes on our social media page and providing ideas and suggestions to improve this work. They are such a source of inspiration for me. All the difficulties and hardships encountered would not have been easy without the assistance of my friend.

Thank you.

## **Executive Summary**

Face masks will be likely be a must for a very long time. When its significance was highlighted last year, we were eager to pitch in with our own collection of mask chain, not just in the sake of fashion but also to promote where, who, and how people may stay safe. Without a question, the epidemic has significantly altered our lives. One of them is the required face masks, which are as essential to our appearance as our clothing. Nevertheless, while we adjust to this new norm, we occasionally forget to carry this new necessity. To complement this fundamental item of clothing, there has been a rush of innovations, such as mask chain. That's Vogue shop is an online shop that sell a variety of design of mask chain. It was made to make it easier for users to use face masks especially for Hijabi with ear loop face mask. However, the mask chain not only simplifies but it makes the user look more attractive and stunning. We provide customer with a variety of design with a high quality and an affordable price. Furthermore, the functionality is also a key concern here, this multi-purpose chains can hold onto your masks, mask extender for hijabis and serve as lanyard or eyeglass chains. The customer can wear them on their own as beaded necklaces.

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## GO E-COMMERCE REGISTRATION



# *Certificate of Completion*

This acknowledges that

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Kampus	:	Selangor	
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Mod Perniagaan	:	Online	
Bidang Perniagaan yg diceburi	:	Aksesori	
Tempoh Berniaga	:		
No. Pendaftaran Perniagaan	:		
URL Perniagaan	:	<a href="https://www.facebook.com/Vougemaskchain">https://www.facebook.com/Vougemaskchain</a>	
Alamat Premis Perniagaan	:		
Tarikh Mendaftar	:	28 Jun 2022	
Tarikh Kemaskini	:		
Tarikh Cetak	:	28 Jun 2022	
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Malaysian Academy of SME & Entrepreneurship Development (MASMED)			



## MASMED YOUNG ENTREPRENEUR (MyENT)

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Kampus : Selangor

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Mod Perniagaan : Online  
Bidang Perniagaan yg  
diceburi : Aksesori Dan Bekalan Jahitan  
Tempoh Berniaga :  
No. Pendaftaran Perniagaan :  
URL Perniagaan :  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 15 Jun 2022  
Tarikh Kemaskini :  
Tarikh Cetak : 15 Jun 2022

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**PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM**

Malaysian Academy of SME & Entrepreneurship Development (MASMED)



# SSM REGISTRATION (PARTNERSHIP)



SUNGGUHPUN SEGALA USAHA TELAH DIAMBIL UNTUK MEMASTIKAN MAKLUMAT YANG DIBERI ADALAH BETUL DAN KEMASKINI PENDAFTAR PERNIAGAAN TIDAK BOLEH DIPERTANGGUNGKAN BAGI SEBARANG KERUGIAN KERANA MAKLUMAT YANG TERSILAP ATAU TERTINGGAL

## \*\* MAKLUMAT PERNIAGAAN \*\*

NAMA PERNIAGAAN : THATS VOGUE SHOP  
NO PENDAFTARAN : 202203164188 (003411739-K)  
ALAMAT UTAMA PERNIAGAAN :

BENTUK PERNIAGAAN : PERKONGSIAN  
TARIKH MULA BERNIAGA : 22-05-2022  
TARIKH PENDAFTARAN : 29-06-2022  
TARIKH LUPUT PENDAFTARAN : 28-06-2023  
STATUS : AKTIF

## \*\* JENIS PERNIAGAAN \*\*

SELLING MASK EXTENDER

## \*\* MAKLUMAT CAWANGAN \*\*

\*\*\* TIADA CAWANGAN \*\*\*

Nama Perniagaan : THATS VOGUE SHOP  
Nombor Pendaftaran : 202203164188 (003411739-I)



**\*\* MAKLUMAT PEMILIK-PERNIAGAAN TERKINI \*\***

NAMA : NURUL NABIHAH BINTI ZAHARI  
ALAMAT KEDIAMAN :  
NO K/P (LAMA) :  
NO K/P (BARU) :  
TARIKH LAHIR :  
BANGSA : MELAYU  
JANTINA : PEREMPUAN  
KEWARGANEGARAAN : WARGANEGARA MALAYSIA  
TARIKH MASUK : 22-05-2022

NAMA : NUR NADIAH BINTI ABD HALIM  
ALAMAT KEDIAMAN :  
NO K/P (LAMA) :  
NO K/P (BARU) :  
TARIKH LAHIR :  
BANGSA : MELAYU  
JANTINA : PEREMPUAN  
KEWARGANEGARAAN : WARGANEGARA MALAYSIA  
TARIKH MASUK : 22-05-2022

MAKLUMAT YANG DIBEKALKAN ADALAH EKSTRAK DARIPADA DOKUMEN YANG TELAH DIDAFKARKAN DENGAN PENDAFTAR.

PENDAFTAR PERNIAGAAN, SEMENANJUNG MALAYSIA  
TARIKH : 30/06/2022

DOKUMEN INI ADALAH CETAKAN KOMPUTER. TANDATANGAN TIDAK DIPERLUKAN.

UserID : EZBIZ Tarikh :Thu Jun 30 10:06:21 MYT 2022

2 / 2



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN  
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**THATS VOGUE SHOP**

**NO. PENDAFTARAN: 202203164188 (003411739-K)**

telah didaftarkan dari hari ini sehingga **28 JUN 2023** di bawah Akta Pendaftaran  
Perniagaan 1956, beralamat di

**Bil. Cawangan: TIADA**

Bertarikh di **SISTEM EZBIZ** pada **29 JUN 2022**.

**DATUK NOR AZIMAH ABDUL AZIZ**  
Pendaftar Perniagaan  
Semenanjung Malaysia

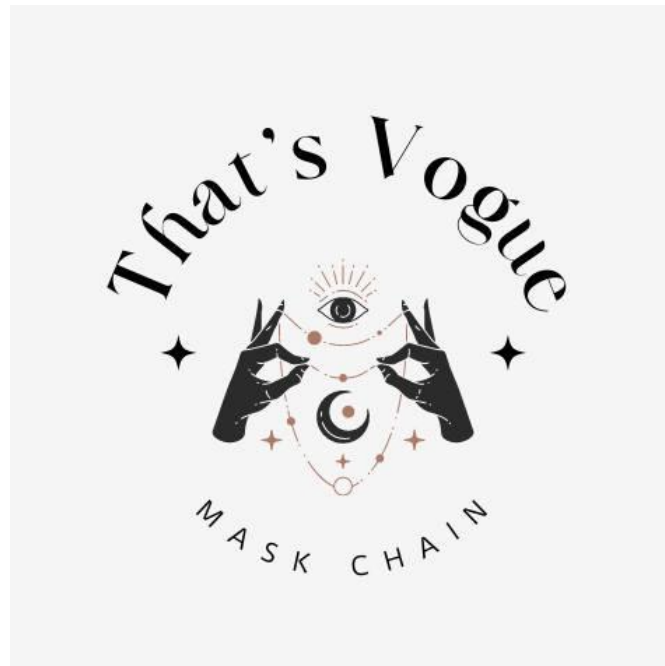
## **1.0 INTRODUCTION OF BUSINESS**

### **1.1 Business Profile**

That's Vogue is the name of an online store that sells that kind of accessory and it was established after the presence of Covid-19. The store of That's Vouge was founded by Nur Nadiah together with her partner, Nurul Nabihah. The reason why we choose 'That's Vouge' for our store name is that there's a lot of elegant design which could make the user look more gorgeous and stylish. The establishment of this online store when we realized that it is a bit difficult for Hijab girls to wear a face mask, especially when there is more earloop mask than head loop mask. Due to high customer demand, this product is the best seller at the online store, particularly during Covid-19.

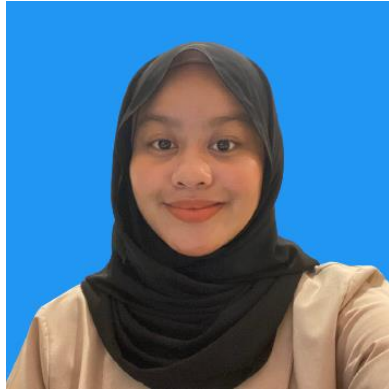
Because the demand for mask chains is increasing by the day, we wish to sell this product. As a result, That's Vogue has decided to sell magnetic mask chains on Facebook. Because almost everyone in Malaysia has a Facebook account and is familiar with the app. As a result, communicating with anyone in Malaysia, as well as the rest of the country, is quite simple.

Furthermore, Facebook allows for contacting people via advertisements prepared on Facebook, making it easier for the seller to promote the goods. Most people have a Facebook account, allowing them to identify the products the seller is promoting.



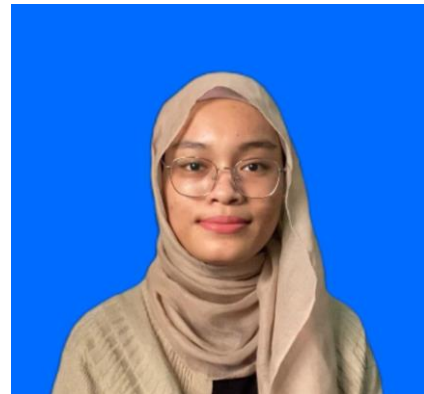
<b>Name of Business</b>	<b>That's Vogue Shop</b>
<b>Business Address</b>	
<b>Nature of Business</b>	<b>Accessories</b>
<b>Business Email</b>	<b>Thatsvogue@gmail.com</b>
<b>Social Media</b>	<b>Facebook (@Vougemaskchain)</b> <a href="https://www.facebook.com/Vougemaskchain">https://www.facebook.com/Vougemaskchain</a>
<b>Contact Number</b>	
<b>Operation Hours</b>	<b>Monday - Saturday 10.00am - 6.00pm</b>

## 1.2 Organizational Chart



*Founder of That's Vogue*

**NUR NADIAH BINTI ABD HALIM**



*Co-Founder of That's Vogue*

**NURUL NABIHAH BINTI ZAHARI**

## 1.3 Mission and Vision

<b>MISSION</b>	<b>VISION</b>
That's Vogue believes that design can give the best human experience and help others. Thus, we provide our best collective design to benefit the community and at the same time spread awareness of Covid-19.	To give customers the most compelling shopping experience possible.

## 1.4 Description of Product

Magnetic face mask chain is simply a stainless-steel chain that is 70 cm long and 0.2 cm broad, available in a variety of colours and patterns. Both single-use and reusable face masks can be worn with it. Our mask chains contain multi-purpose chains that may be used as lanyard or eyeglass chains, hang onto your masks, and function as a mask extender for hijabis. It is intended so after you remove your mask and do not have a place to put it, such as when you get in your car and wish to remove it between errands, you may keep track of it.

Our Magnetic Mask Chain are made specially for hijabis as it has magnet to use it as extender. It makes it simple for our customers to wear their masks over their headscarves. The ability to put on and take off your mask without jeopardizing your modesty is made possible by its novel adjustable magnetic fastening. This chain can also prevent masks from becoming soiled when removed since it hangs around the neck. With its elegant style, 14k gold plating over nickel-free brass, and selection of mask chains, every outfit will look better with one of these accessories. Available in gold, white and silver which its minimalistic design will be pretty inconspicuous and can be easily paired with any look. What's more, the chain is made up of titanium steel for durability. Its ends too are attached to a hook to provide easy clipping. We provide mask chain that are very convenient for our customers.



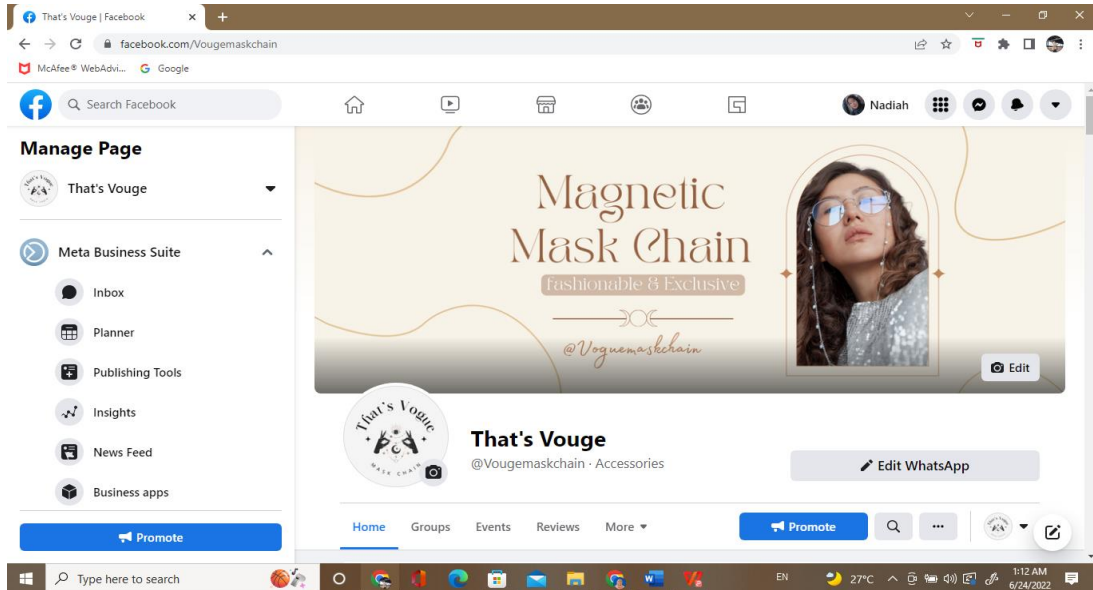
## 1.5 Price List

Item	Price
<p data-bbox="297 380 548 422"><b>First Collection</b></p> 	<p data-bbox="1198 380 1304 422"><b>RM11</b></p>
<p data-bbox="297 1169 548 1211"><b>Special Edition</b></p> 	<p data-bbox="1198 1169 1304 1211"><b>RM15</b></p>



## 2.0 FACEBOOK

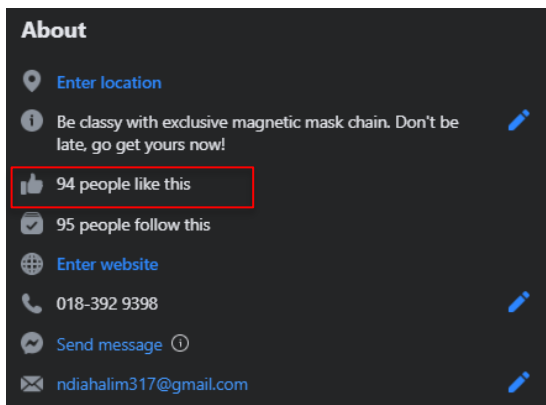
### 2.1 Creating Facebook (FB) Page ( Siap )



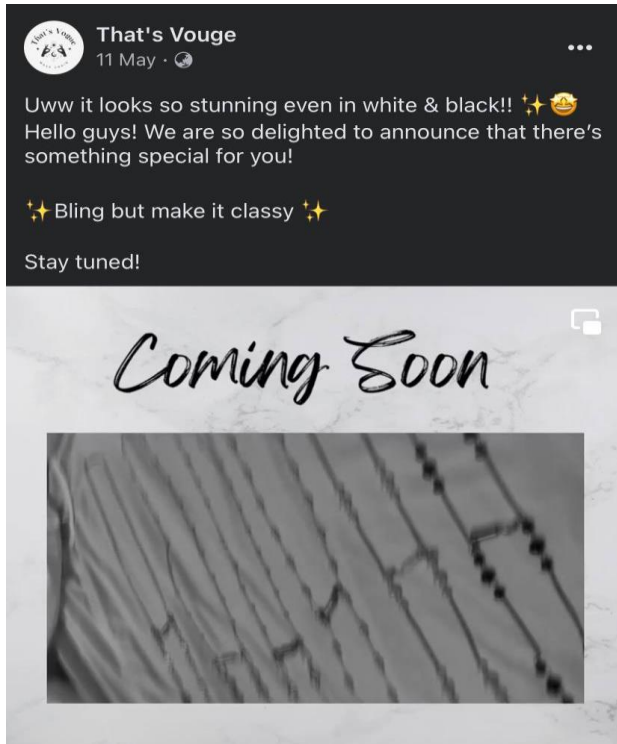
### 2.2 Customizing URL Facebook (FB) page ( Siap )

<https://www.facebook.com/Vougemaskchain>

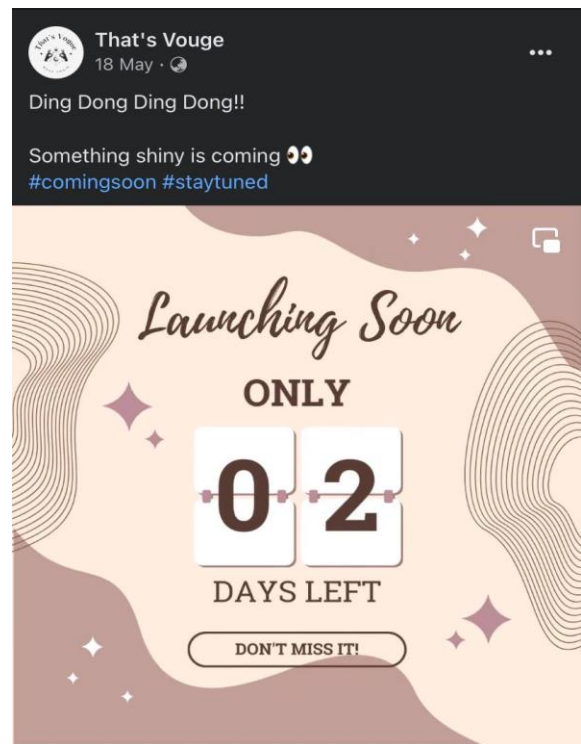
### 2.3 Number of Likers



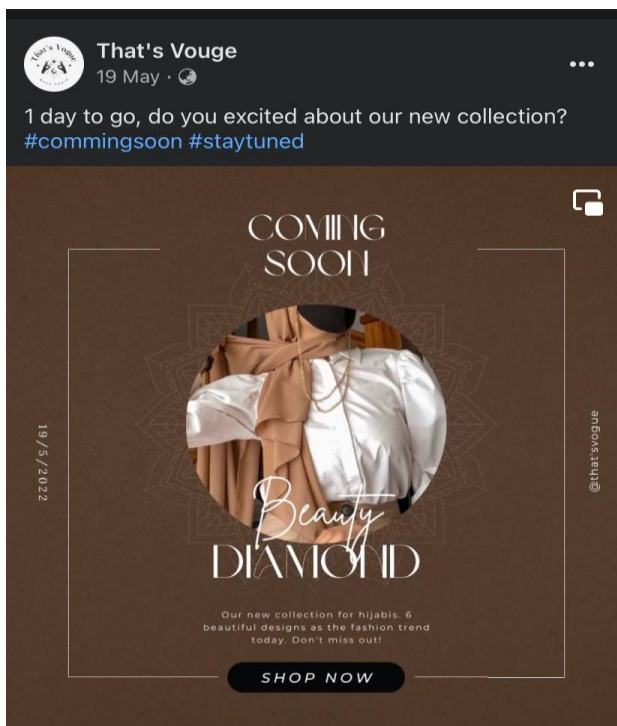
## 2.4 Facebook (Fb) Post - Teaser



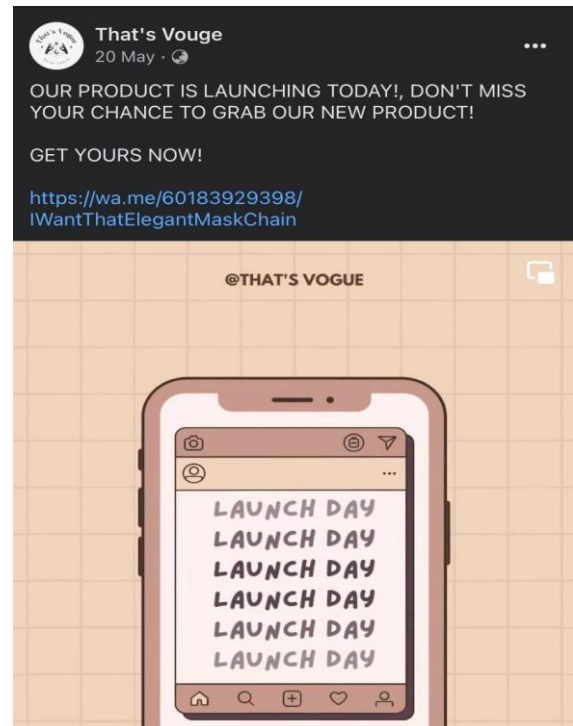
Teaser 1



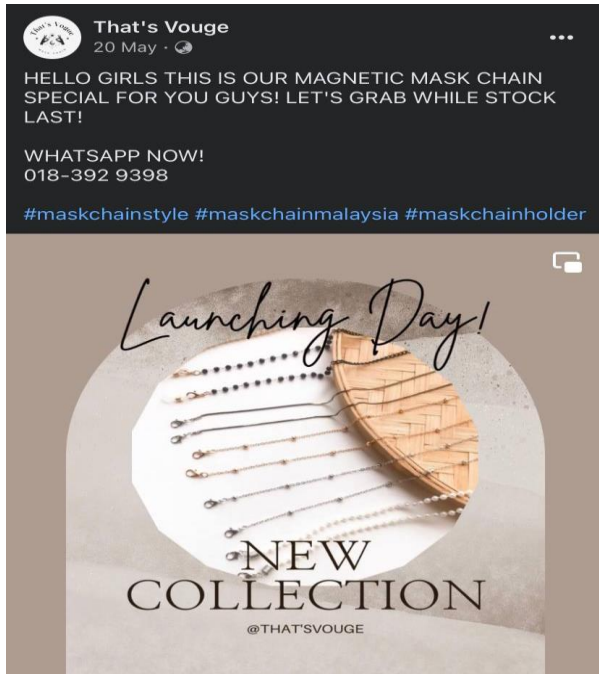
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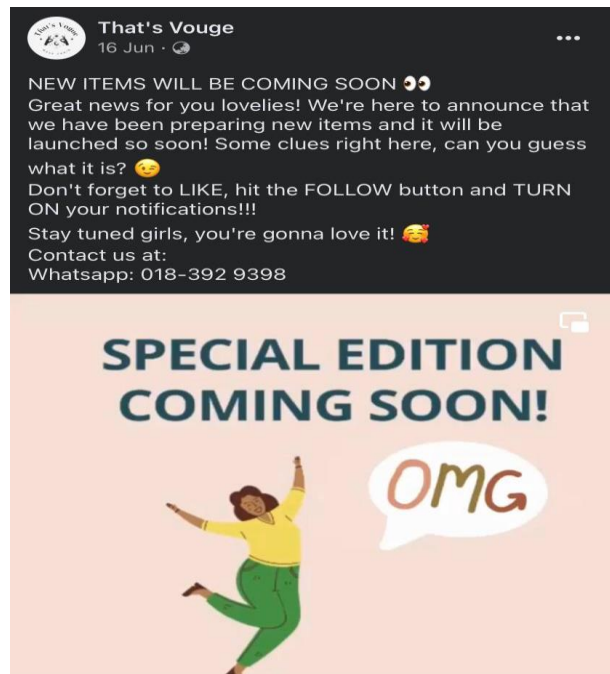
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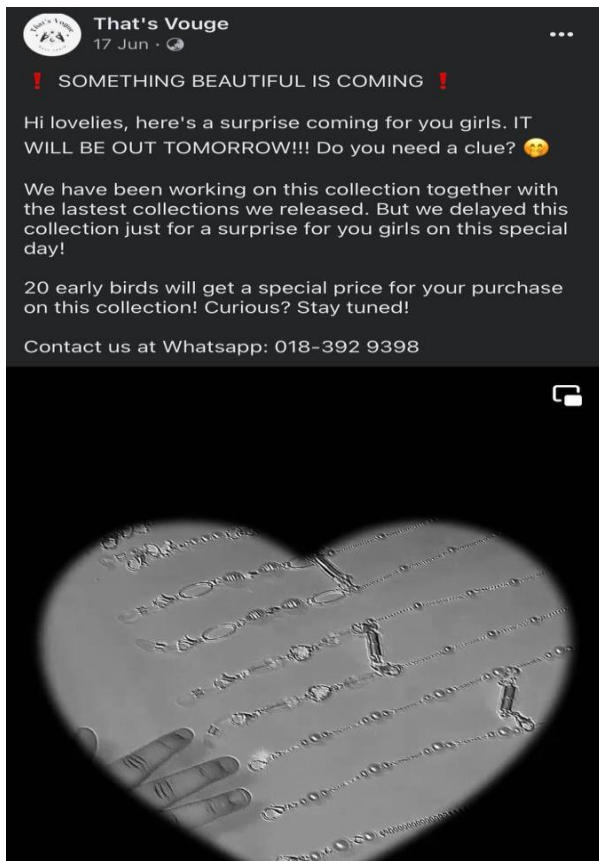
Teaser 4



Teaser 5



Teaser 6



Teaser 7

## 2.5 Creating Facebook (FB) Post - Copywriting (Hard Sell)

**That's Vouge**  
20 May · 🌐 · 📍

How to wear face mask elegantly?! 😊

Pair it with Mask Chain! Introducing to you our Exclusive Magnetic Mask Chain ✨ ✨ ✨

We will help you to obey to the rule wearing face mask but with different way!

Exclusive and beautiful design are only offered to you! So what are you waiting for?? Grab yours now!

WhatsApp: 018-392 9398

#maskchainstyle #maskchainmalaysia #maskchainholder



Post 1

**That's Vouge**  
22 May · 🌐

Still thinking to buy our Magnetic Mask Chain?!!

Just to let you know that our Magnetic Mask Chain is almost sold out!! 🔥 🔥

We guarantee that you will be regret if you not buying from us now!

Some of our customer are buying in bulk! It may be for their friends and family!! 😊 😊

Submit your order now before late!!  
WhatsApp: 018-392 9398

#maskchainstyle #maskchainmalaysia #maskchainholder



Post 2

**That's Vouge**  
23 May · 🌐

Have you grab our Magnetic Mask Chain?!!

Look at how shiny it is!! 😍 😍 It would be perfect if you pair it with your elegant outfit!!

We only offer exclusive and high quality product to our customer!!

Don't wait anymore! Get it now while stock last!!

WhatsApp us at: 018-392 9398

#maskchainstyle #maskchainmalaysia #maskchainholder



Post 3

**That's Vouge**  
18 Jun · 🌐

HELLO CALLING FOR OUR LOVELIES!!

Special collection has released!! Which one will you choose?! 🤔 🤔

The collection are specially for our customer to choose and style it elegantly!! 😍 😍

Limited edition design just for our customer!

Choose your fav design now and submit your order thru our Whatsapp number:  
018-392 9398

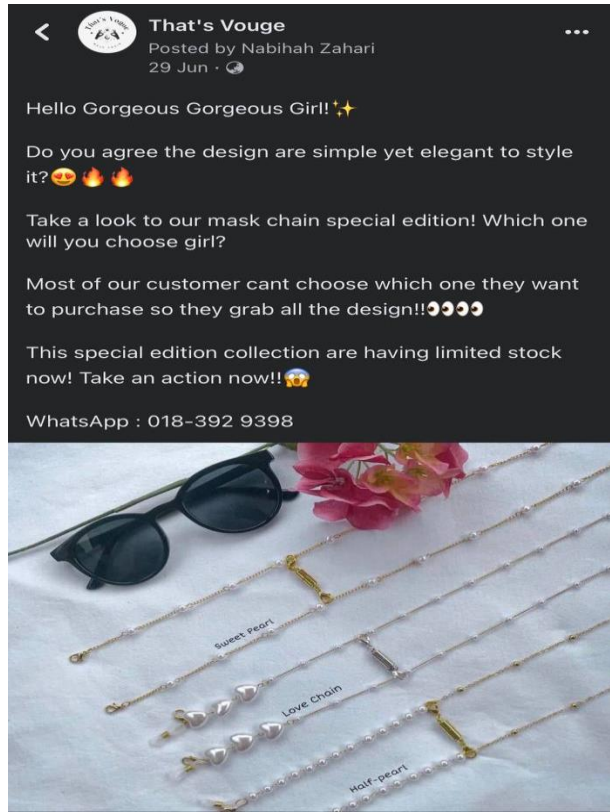


Post 4

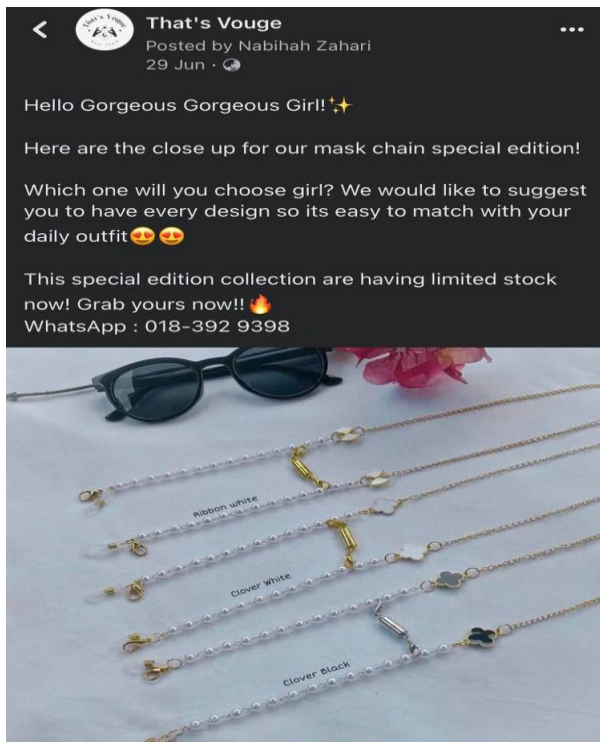




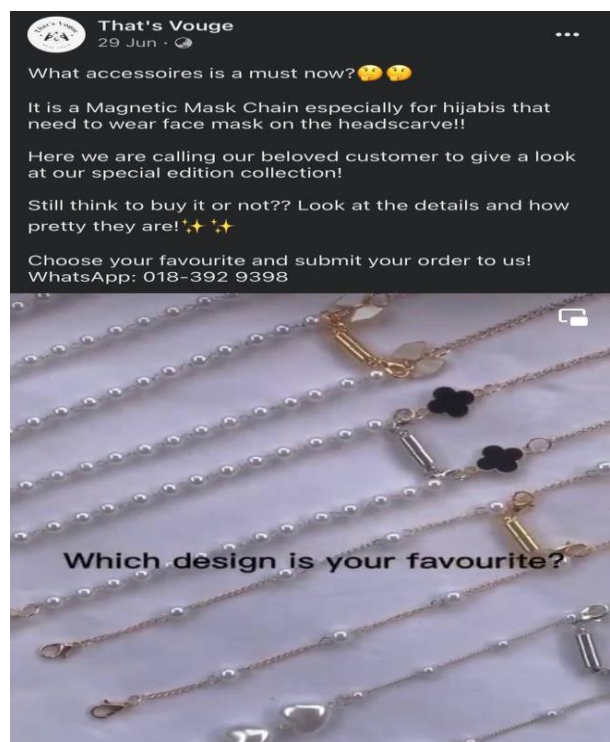
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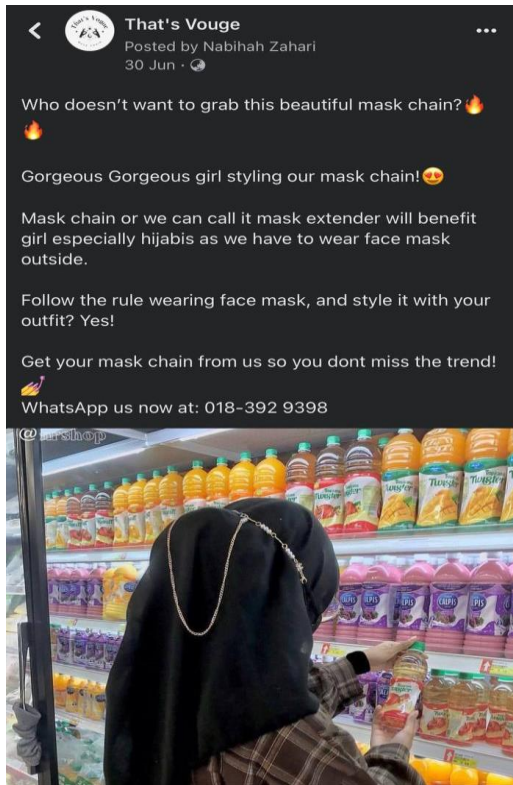
Post 6



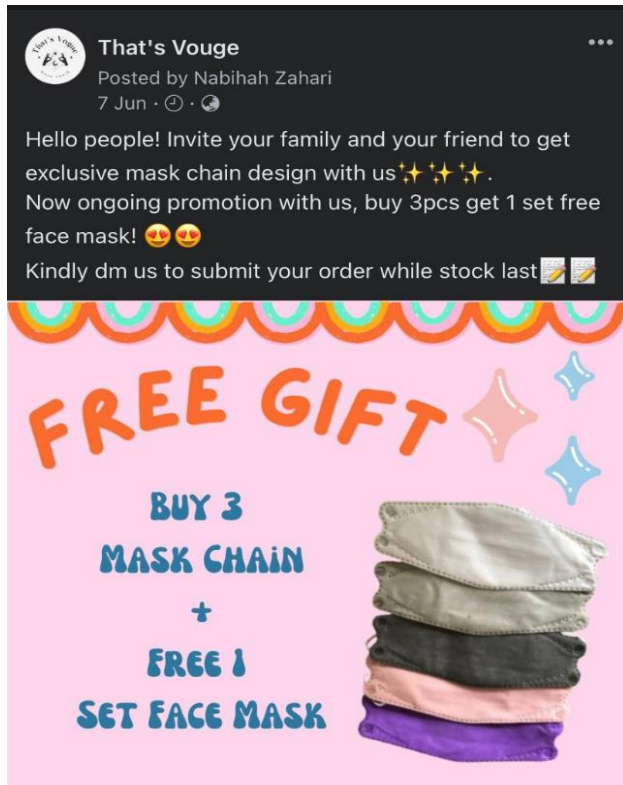
Post 7



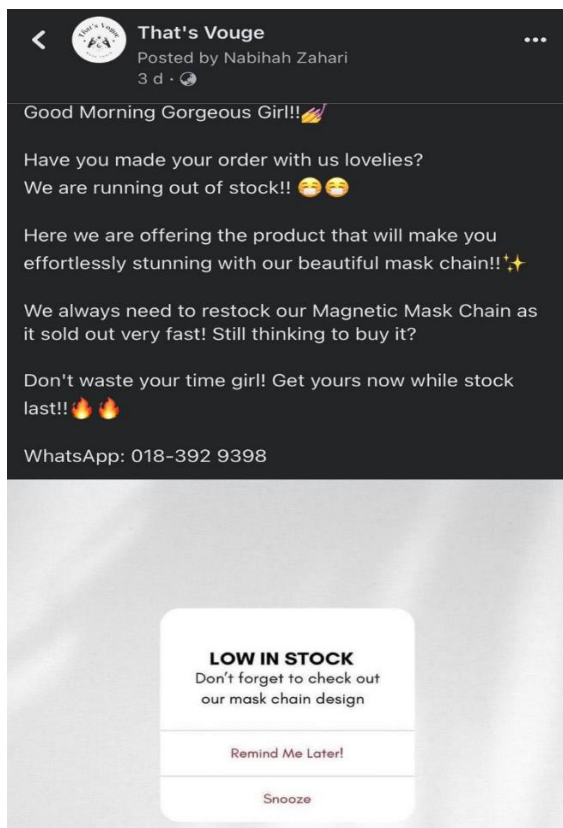
Post 8



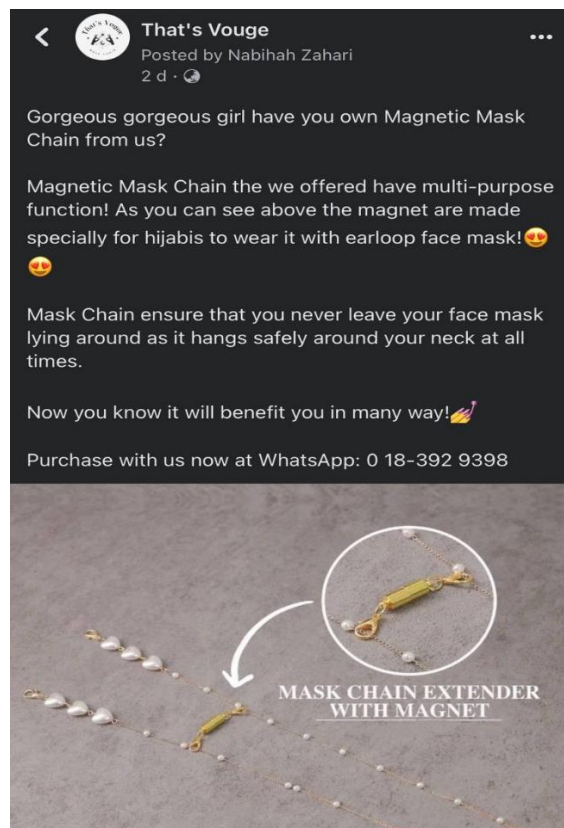
Post 9



Post 10

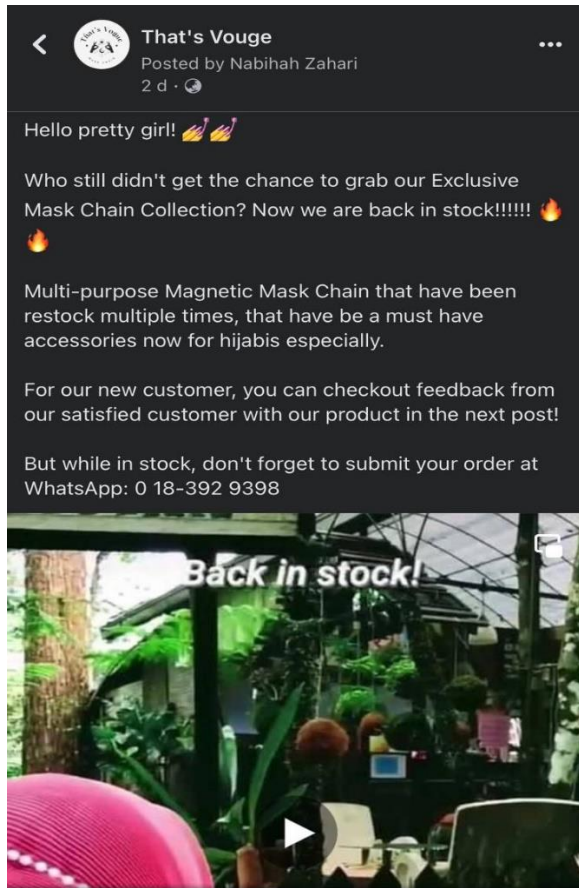


Post 11

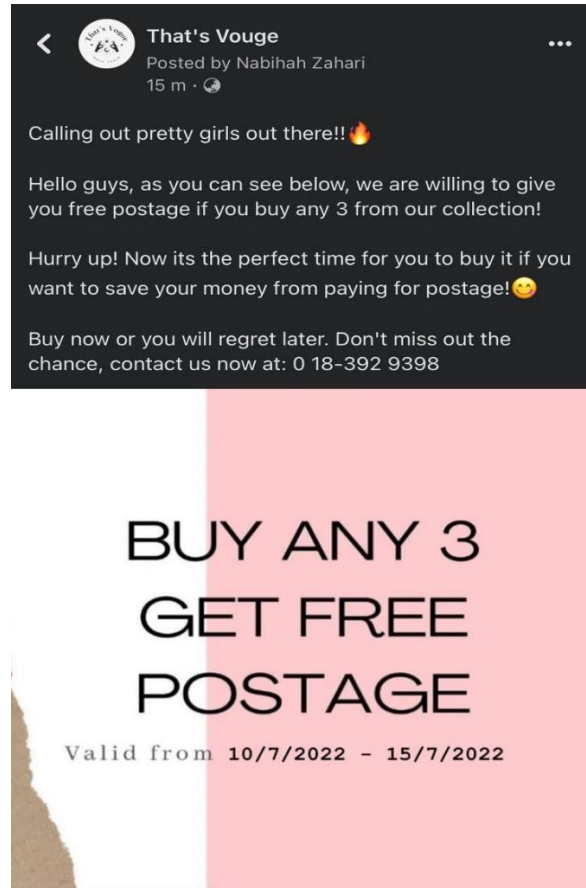


Post 12

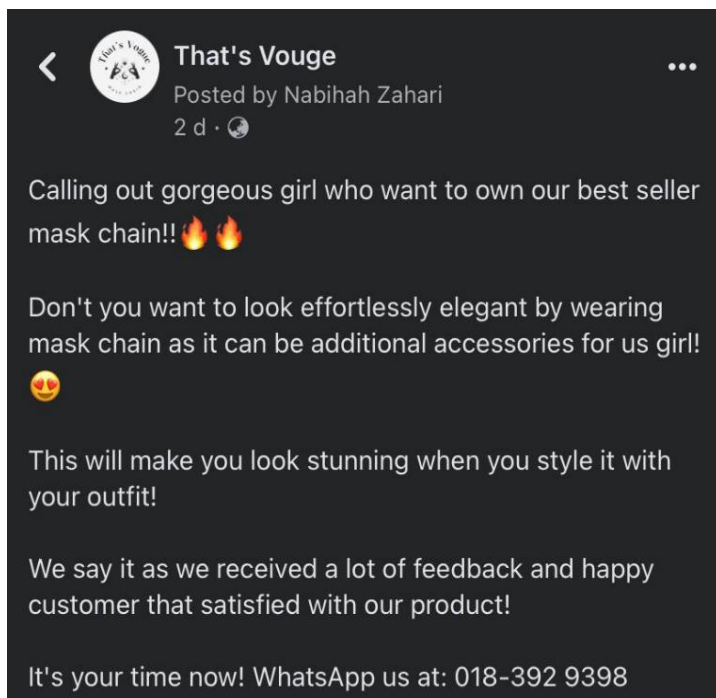




Post 13




Post 14



Post 15




**That's Vouge**  
 Posted by Nabihah Zahari  
 1 h · 🌐

HELLO PRETTY GIRL!!


We are here to give you discount with RM7! Limited time offer!! 😍

Go to our catalogue now and choose from our new collection of designs that you like. Don't miss the last chance to get this offer.

You can buy it for your friends as a gift too.

Just contact us and we will offer you a box for a surprise gift and provide a wish card.


WhatsApp now at: 018-392 9398



**77**  
**Sale**

**Enjoy RM7 OFF\***  
 With minimum spend RM35  
 25 June – 7 July

Post 16


**That's Vouge**  
 1 d · 🌐


Gorgeous girl where are you?! We are calling you to make sure you have own Magnetic Mask Chain! 😍😍

Ask you family and friends, if they know how Magnetic Mask Chain function. Most of hijabis nowadays need Magnetic Mask Chain in their daily life!

We guarantees our Magnetic Mask Chain will make your life easier girls! ✨ ✨

Make sure to checkout feedback from our customer if you still thinking to buy it.

Hit us at WhatsApp: 018-392 9398



Post 17

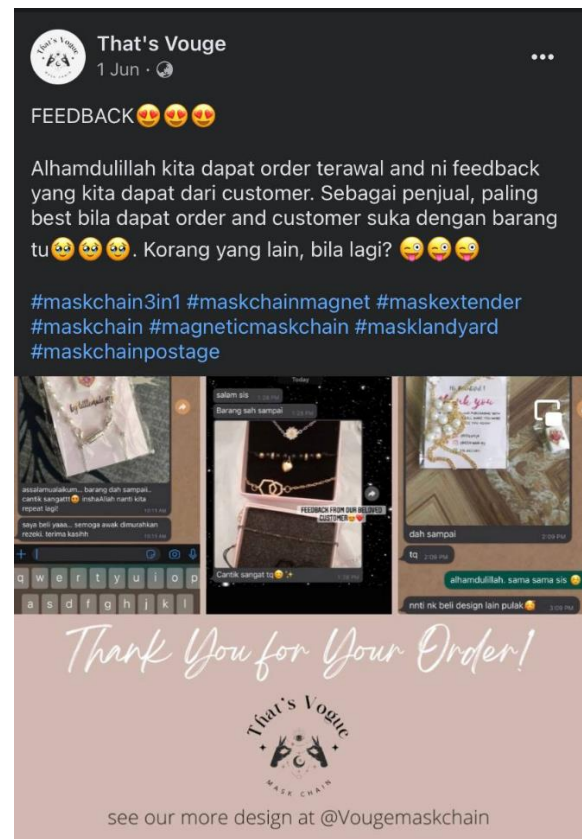


## 2.6 Creating Facebook (FB) Post - Copywriting ( Soft Sell )

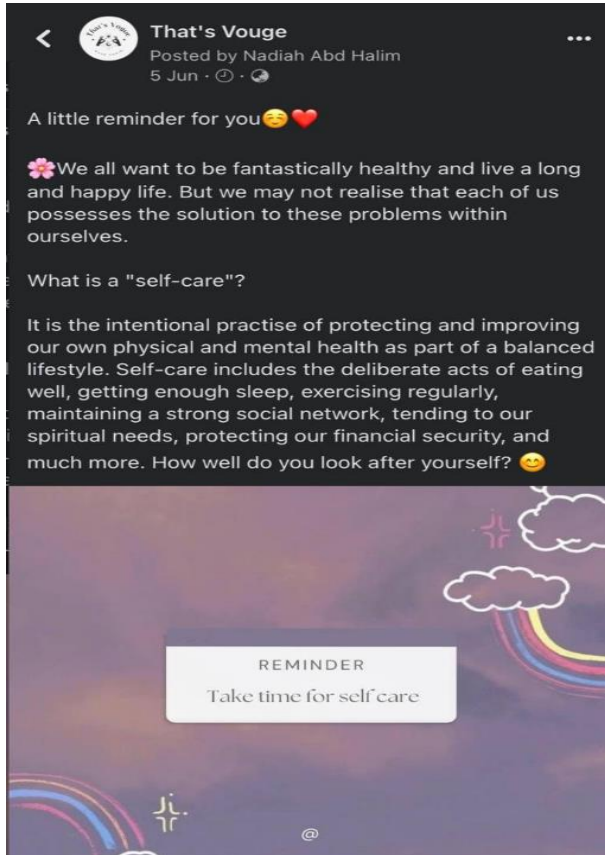
When running a business, a soft sell is a type of marketing technique. When some companies sell their product, they do not want people to become bored with the company selling advertisements. That's Vogue using quotes, sharing the functions of magnetic mask chain and some other myth of mask chain for soft sell advertisement. The following graphic shows a copywriting post for soft selling of That's Vogue store:



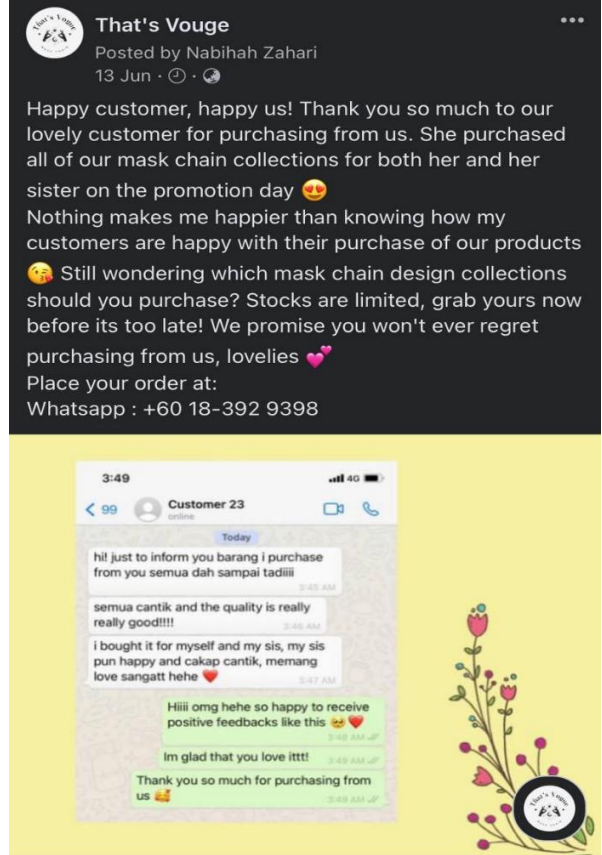
Post 1



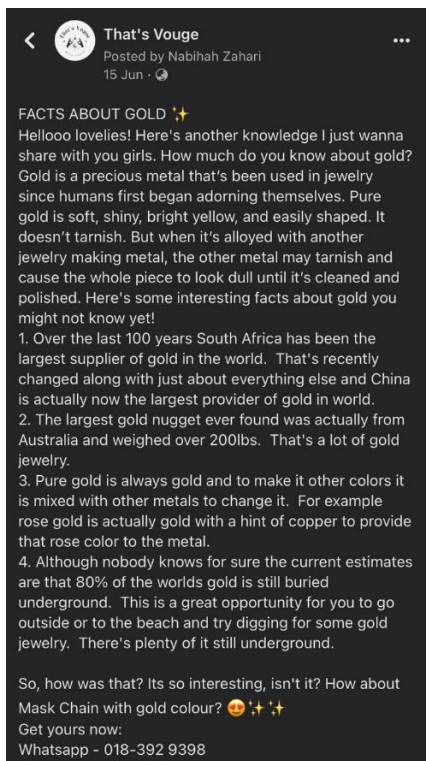
Post 2



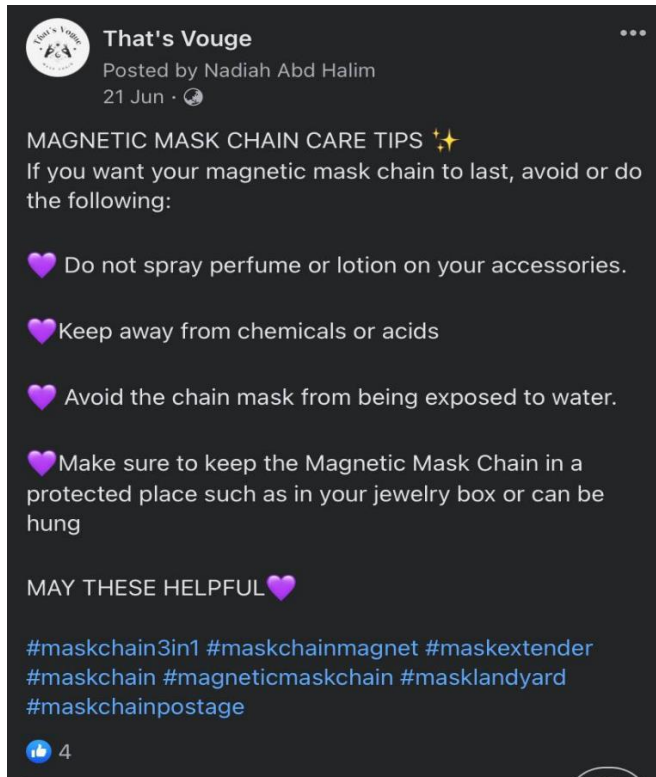
Post 3



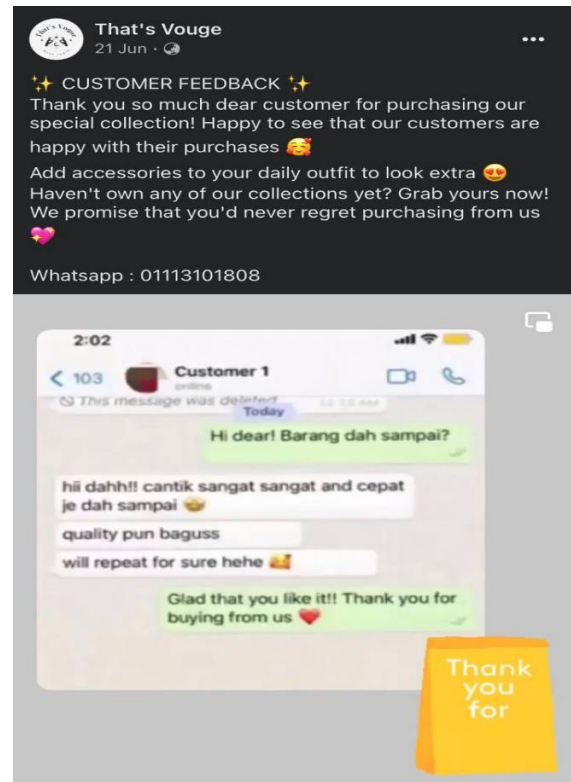
Post 4



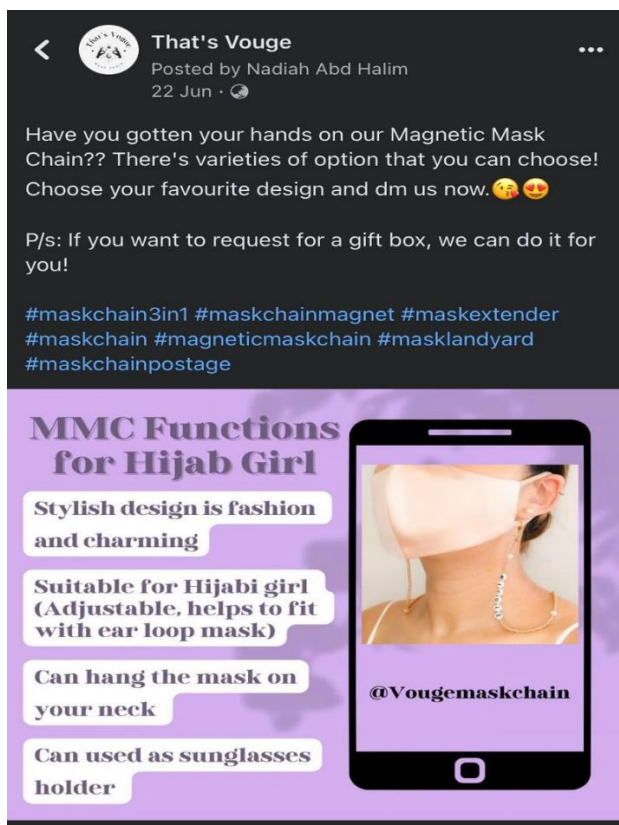
Post 5



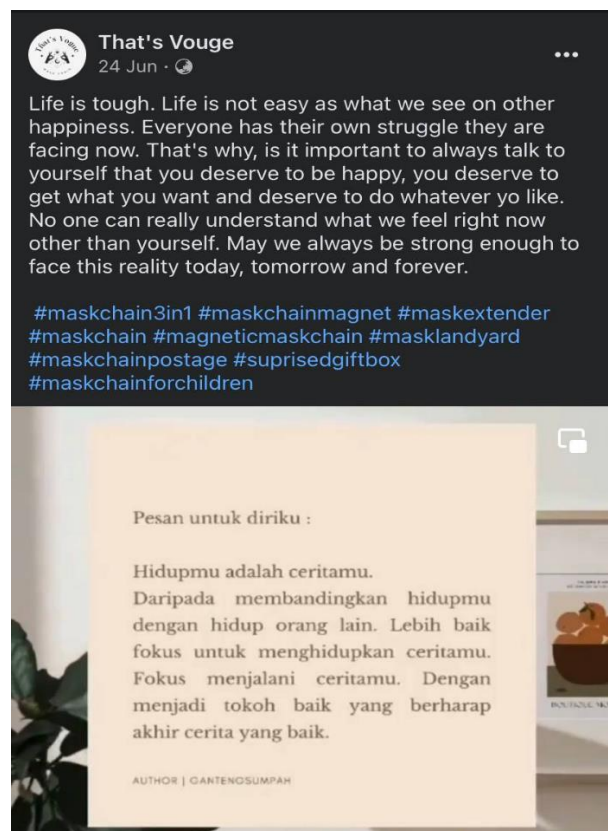
Post 6



Post 7



Post 8



Post 9



**That's Vouge**  
 Posted by Nadiah Abd Halim  
 25 Jun · 🌐

Tak lama lagi dah nak raya Haji 🙏. Walaupun sekarang dah diberikan kelonggaran tak perlu pakai face mask ditempat awam, korang tetap kena pakai ditempat yang kecil atau ramai orang terkumpul. Contohnya melawat rumah orang. Korang punya mask chain masih okay ke tu??? Kalau ada mask chain ni senang kita nak tanggal pakai balik 😊. Lagi lagi masa nak makan dan solat. Haaa mana yang dah hilang ke nak cari design baru ke jangan pening pening. Kami ada!

#comingsoon #maskchain3in1 #maskchainmagnet #maskextender #maskchain #magneticmaskchain #masklandyard #maskchainpostage



Post 11

**That's Vouge**  
 Posted by Nadiah Abd Halim  
 26 Jun · 🌐

UPDATE!!  
 Alhamdulillah, semalam kami dah post out beberapa parcel yang dah buat order dengan kami 💖 InsyaAllah dua tiga hari sampai ke rumah korang 😊😊😊

Siapa tak happy kalau dapat order dari customer kann 🤗

#maskchain3in1 #maskchainmagnet #maskextender #maskchain #magneticmaskchain #masklandyard #maskchainpostage #suprisedgiftbox #maskchainforchildren



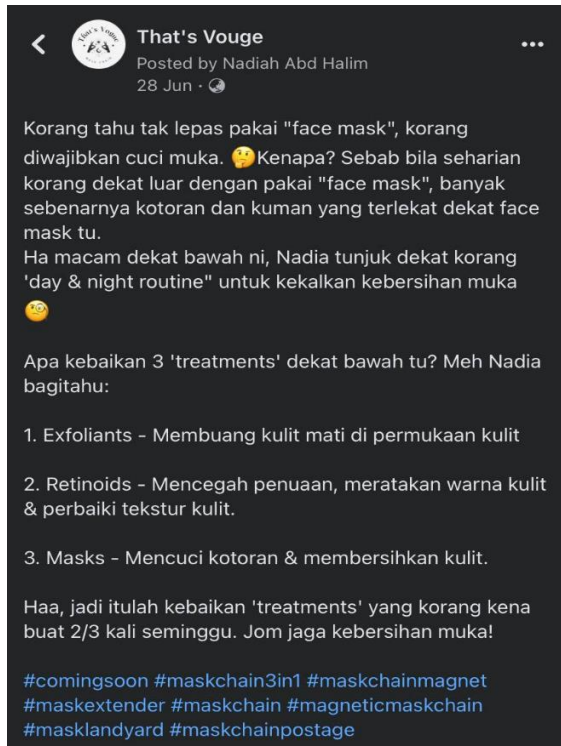
Post 12

**That's Vouge**  
 Posted by Nadiah Abd Halim  
 25 Jun · 🌐

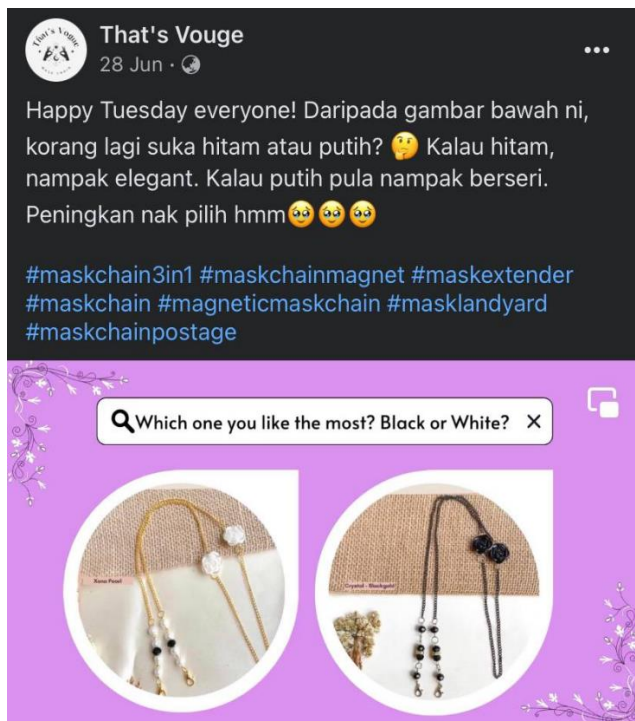
Kawan-kawan, dalam berniaga ini kalau orang cakap produk kita mahal, itu tandanya dia bukan pelanggan kita.  
 Kalau orang cakap produk kita nampak murah, iya itu juga bukan pelanggan kita.  
 Tak usahlah merungut, meroyan dan merentan bagai di media sosial hanya kerana seorang dua pelanggan yang bising begitu begini.  
 Di Malaysia ada 32 juta penduduk. Kalau 2 orang bising cakap gitu gini, maksudnya kita ada lagi 31,999,998 peluang untuk jual produk kita.  
 Tenang. Allah takkan beri mudah-mudah. Allah suruh kita belajar tenangkan hati dahulu. Bisnes bukannya benda senang buka meja kemudian jutaan manusia terus beli. Bisnes ialah tentang bantu orang lain. Banyak benda nak kena buat, fikir, rancang, belajar, baik dan sentiasa rendah diri.



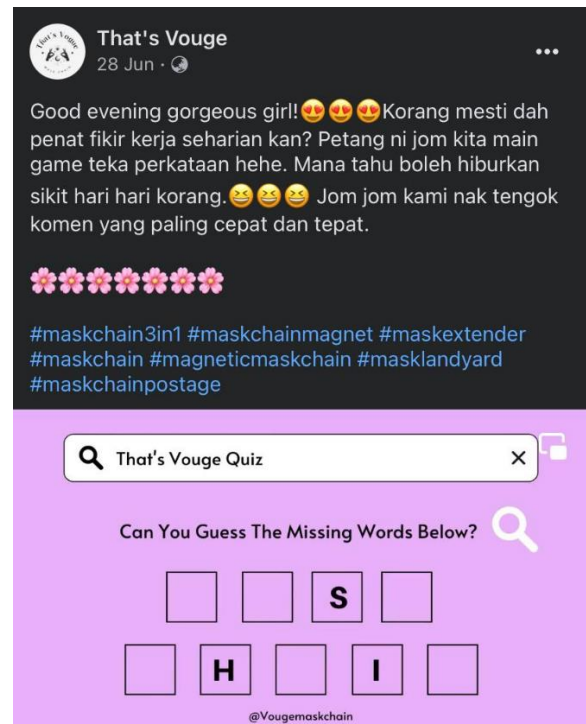
Post 13



Post 14



Post 15



Post 16



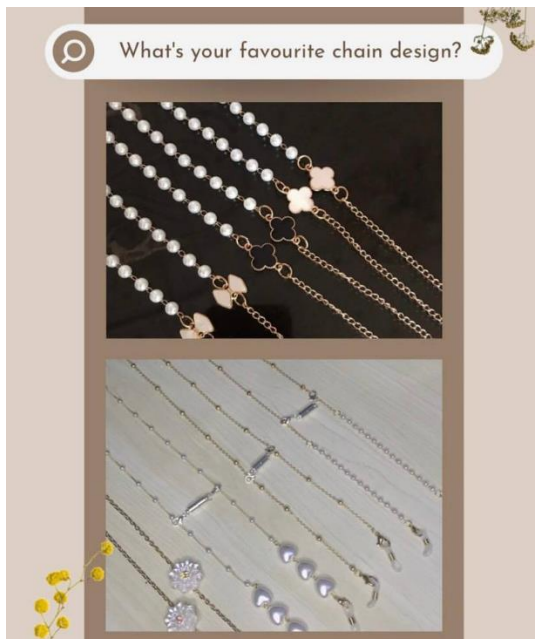
Post 17

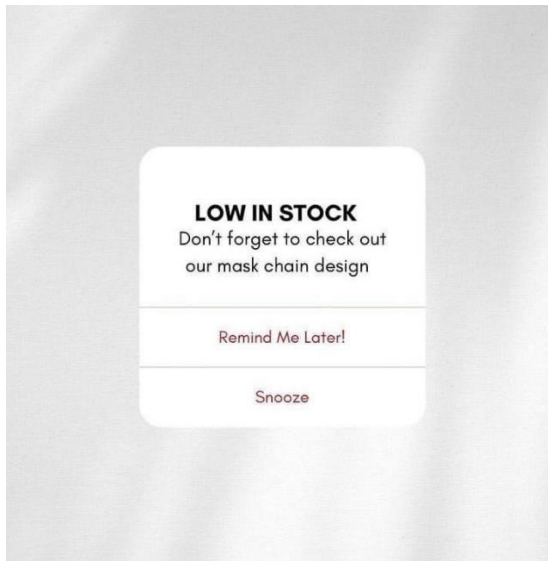


Post 18



## 2.7 Relevant Graphic





### MMC Functions for Hijab Girl

- Stylish design is fashion and charming
- Suitable for Hijabi girl (Adjustable, helps to fit with ear loop mask)
- Can hang the mask on your neck
- Can used as sunglasses holder

@Vougemaskchain



## 2.8 Sales Report

### Go-eCommerce

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expense Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Thats Vogue Shop	21/05/22	online	Social Media	null	44				Nama: Mastura Bt Mohamad Sah (ICT) No. Telefon: 013-6912895 Alamat: Pejabat Pendidikan Daerah Jasin, 77000 Jasin, Melaka Tracking number: 620001461005352 Item: Mask Chain RM11 A-1 B-1 C-2	04/07/2022
Thats Vogue Shop	25/05/22	offline	null	null	33				Nama: Khadija Othman No. Telefon: 0162158469 Alamat: A-01-12 pangsapuri damansara bistari jalan harapan seksyen 19 petaling jaya selangor darul ehsan Item: Mask Chain RM11 A-1 C-1 E-1	05/07/2022
Thats Vogue Shop	01/06/22	offline	null	null	22				Nama: Siti Nasuha Fahira Telefon: 0104036923 Alamat: No51 jalan sr 6/1c taman saujana rawang, 48000 Selangor Item: Mask Chain RM11 D-1 F-1	05/07/2022
Thats Vogue Shop	05/06/22	online	Social Media	null	55				Nama: Siti Nur Farahaina No. Telefon: 0172742084 Alamat: No 39 Jalan Hijau 11/5, Bandar Tasik Puteri (block 16), 48020 Rawang, Selangor. Tracking no: 620001461728768 Item: Mask Chain RM11 A-1 C-2 E-1 F-1	05/07/2022
Thats Vogue	08/06/20	online	Social Media	null	33				Nama: Huwaina Emalin Wan Hussin No. Telefon:01133226715	05/07/20

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expense Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Shop	22	ne							Alamat:Lot 1084 Kampung Chepa,Jalan Sultan Omar,16150 Kota Bharu,Kelantan No Tracking: 620001463523716 Item: Mask Chain RM11 B-1 C-1 D-1	22
Thats Vogue Shop	15/06/22	offline	null	null	55				Nama: Siti Nur Farahaina No. Telefon: 0172742084 Alamat: No 39 Jalan Hijau 11/5, Bandar Tasik Puteri (block 16), 48020 Rawang, Selangor Mask Chain RM11 C-3 D-2	05/07/2022
Thats Vogue Shop	20/06/22	online	Social Media	null	60				Nama : Mohammad Fitri Bin Abu Bakar No phone : 012-5561451 Alamat: Pejabat Polis Mahkamah, Tingkat 1 Bangunan Annex, Kompleks Mahkamah Lebu Light, 10200 Georgetown, Pulau Pinang Tracking no: 620001464181885 Item: Special Edition RM15 Sweet Pear -2 Love Chain -1 Clover White -1	05/07/2022
Thats Vogue Shop	22/06/22	online	Social Media	null	45				Nama: Izzati Norsyahirah binti Sharudin No. Telefon: 017-7279931 Alamat: No. 7, Jalan Dahlia 33, Taman Dahlia,81200 Johor Bahru,Johor. Tracking no: 620001465690522 Item: Special Edition RM15 Clover Black-1 Clover White-1 Sweet Pearl-1	05/07/2022
Thats Vogue	08/07/20	offline	null	null	33				Nama: NUR AININ SOFIYA BINTI ABDUL LATIB No tel:0182232690	08/07/20

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expense Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Shop	22	Online							Alamat: NO 4 LORONG 4/6 TAMAN MUHIBBAH, RAWANG 48000, SELANGOR DARUL EHSAN Item: Mask Chain RM11 A-2 B-1	22
Thats Vogue Shop	27/06/2022	Online	Social Media		26				Nama: NUR BALQIS BINTI ABDUL MOLOK No. Telefon: 0183660446 Alamat: LOT 9763 JALAN 7/1 KAMPUNG MELAYU KEPONG 52100 KUALA LUMPUR Tracking no: 620001042011 Item: Mask chain Rm11 D Special edition C-Black	08/07/2022
Thats Vogue Shop	29/06/2022	Online	Social Media		52				Nama: ain lazak No. Telefon: 0139714084 Alamat: ja 5334 lorong 4 taman Gunung 77100 Asahan melaka Tracking no: 620001470721455 Item: Special Edition Rm15 Sweet-1 Pearl-1 Mask Chain Rm11 B E	09/07/2022
Thats Vogue Shop	04/07/2022	Online	Social Media		30				Nama: WAHIDAH No. Telefon: 01123211481 Alamat: 25, Medan Istana 6, Bandar Ipoh Raya 30000 Ipoh Perak Tracking no: 620001471518462 Items: Special edition Rm 15 C-White Love	09/07/2022

### **3.0 Conclusion**

To summarize, when starting a small or large business, a social media platform is an effective selling platform. It is because people nowadays are preferring using technology and the internet to share any kind of information including generating a side income using social media platforms such as Instagram, Facebook, Bigo Live, and TikTok. People who want to start a business using social media platforms, on the other hand, must have basic knowledge and technological skill when it comes to promoting a business.

When promoting a product, there are several skills and techniques to consider, including hard sell and soft sell copywriting. These types of copywriting can be learned for free on YouTube and other websites on how to write effective copywriting that can pique people's interest in purchasing our product. Furthermore, hard-sell refers to promoting a product directly to customers or people, whereas soft-sell refers to selling a product indirectly. A soft sell is essential in online business because people may lose interest in our product if we only focus on our product. If they are unaware of the reason they purchase our product, they may believe that it is a waste of money and time.

People need to know the benefits of the product before they buy it, so the seller must be advanced in addressing people's interests with any creative promoting techniques. If they are unaware of the reason they purchase our product, they may believe that it is a waste of money and time. As a result, the seller must use soft-sell copywriting to increase the number of people who buy the product by sharing a benefit of the product, relating the product to a new trendy product, and sharing the ingredient made for the product.

When sellers use an effective marketing strategy, it increases product sales and builds customer trust in our product. They will buy again once they know that our product is worth every penny they spend, and businesses must now put in more effort to promote a product than they did in the beginning. If a company's target market is youngsters, the seller should look for a suitable online platform that they frequently use, such as TikTok, Bigo Live, Instagram, and Twitter. Meanwhile, if the product sells suits for adults or the elderly, Facebook or Twitter are appropriate online platforms.

## 4.0 Appendix

