

ACKNOWLEDGEMENT

First and foremost, Alhamdulillah, we are grateful to Allah SWT for providing us with the power and blessings necessary to fulfil our work. We are grateful since we completed our Social Media Portfolio assignment inside the time frame set by my wonderful lecturer, Madam Norfazlina Ghazali. Without the assistance our lecturer, friends, and family, we would not be able to accomplish this task. We want to express our gratitude to our lecturer for teaching Principles of Entrepreneurship (ENT 530) to us and my classmates, as well as for taking the time and effort to guide and motivate us to complete this assignment.

Last but not least, we would like to express our gratitude to our friends and classmates for their assistance in completing our assignment. Thank you to our family for their support and patience since we completed this assignment at home during this pandemic. We also like to express my appreciation to all of the people who have helped us establish our Facebook page. Their Likes and Comments on our posts were really helpful and motivating while we worked on this report. We sincerely want to thank to everyone that involved in this assignment.

Thank you.

EXECUTIVE SUMMARY

The Social Media Portfolio that we manage consists of planning performing research to aid copywriting and understanding the necessity of good customer communication. Aside from that, we learn how to promote our items effectively using copywriting, soft sell, hard sell, and teaser techniques. We both learned a lot about marketing and selling strategies.

The company name of our business that we chose is Zahlia Hijab. The mission of Zahlia Hijab is to sustain the number of customers who purchase the "Tudung Bawal" that we sell and to maintain the business sales every month. For the vision, Zahlia Hijab wants to make more styles and patterns of our "Tudung Bawal". Furthermore, the objective of Zahlia Hijab is to attract university students and women's who love to wear "Tudung Bawal". We used our Facebook page to promote our products. Our boutique is open from Tuesday to Sunday between the hours of 9:00 a.m. and 5:00 p.m. We have a variety of patterns, the most popular of which is the bawal with beads.

Zahlia Hijab's opening date for our boutique is on January 1, 2022. The total number of Zahlia Hijab employees is 5. The initial modal required to open our boutique is roughly RM50,000, which includes renovation and all boutique equipment. In the first month, the sales were around RM500 per day. For the second and third months, it is around RM1500-RM2500 per day. Lastly, Zahlia Hijab has a difficulty with a shortage of room for our stocking hijab. Therefore, the best solution we can come up with is to modify our boutique in order to make it more spacious and comfortable. So, there is no limited space to keep our hijabs at the store boutique. Our goal is to expand our customer base and establish a strong brand for our company.

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i. GO-ECOMMERCE REGISTRATION

Go-eCommerce BETA

PERSONAL PROFILE BUSINESS PROFILE

Personal Information

Name	: Nurul Izah Nabilah binti Zaharul Mahadi	Phone/Mobile	:	Edit
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	Malay
Gender	: Female	Special Need Required	:	No
Marital Status	: Single			

Institution Information [Add New](#)

UITM Puncak Alam - NFG-ENT530L

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
Course Name	: NFG-ENT530L	Class Name	:	NFG-ENT530L
Subject Name	: NFG-ENT530L	Year Enrolling the subject	:	2022
Month Enrolling the Subject	: 4	Lecturer Name	:	Norfazlina Ghazali
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	:	8
Related To Study Field	: No			

[Edit](#) [Delete](#)

Go-Ecommerce registration of Nurul Izah Nabilah binti Zaharul Mahadi

Go-eCommerce BETA

PERSONAL PROFILE BUSINESS PROFILE

Personal Information

Name	: NUR ALYAA ATIQA BINTI SHUHAIMI	Phone/Mobile	:	Edit
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	Malay
Gender	: Female	Special Need Required	:	No
Marital Status	: Single			

Institution Information [Add New](#)

UITM Puncak Alam - NFG-ENT530L

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
Course Name	: NFG-ENT530L	Class Name	:	NFG-ENT530L
Subject Name	: NFG-ENT530L	Year Enrolling the subject	:	2022
Month Enrolling the Subject	: 4	Lecturer Name	:	Norfazlina Ghazali
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	:	8
Related To Study Field	: No			

[Edit](#) [Delete](#)

eCertificates

[Click here to download Programme eCertificate now](#)

Go-Ecommerce registration of Nur Alyaa Atiqah binti Shuhaimi

ii. MYENT CERTIFICATE

		Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM		
No. Pelajar	:	2021888272
Nama	:	NUR ALYAA ATIQAHI BINTI SHUHAIMI
Program Pengajian	:	SARJANA MUDA PENGURUSAN SISTEM PEJABAT (KEPUJIAN)
Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Pakaian dan Kelengkapan
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://www.facebook.com/ZahliaHijab/
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	12 May 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	12 May 2022
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

iii. **SSM REGISTRATION (SOLE PROPRIETORSHIP OR PARTNERSHIP)**

 <small>SURUHANJAYA SYARIKAT MALAYSIA COMPANIES COMMISSION OF MALAYSIA</small>	
BORANG D (KAEDAH 13)	
PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956	
Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama	
ZAHLIA HIJAB LEGACY	
NO. PENDAFTARAN: 202203165052 (003411860-D)	
telah didaftarkan dari hari ini sehingga 29 JUN 2023 di bawah Akta Pendaftaran Perniagaan 1956, beralamat di	
Bil. Cawangan: TIADA	
Bertarikh di SISTEM EZBIZ pada 30 JUN 2022 .	
 DATUK NOR AZIMAH ABDUL AZIZ Pendaftar Perniagaan Semenanjung Malaysia	
<small>UserID: EZBIZ Date: Thu Jun 30 14:51:51 MYT 2022</small>	

iv. INTRODUCTION OF BUSINESS

- Name and address of business



Zahlia Hijab logo

The name of our business is **Zahlia Hijab**. The names Zahlia Hijab comes from our combined name I'zah' and A'lyaa'. We do provide a variety of hijabs which are bawal plain, bawal satin printed, and bawal cotton with beads. Those hijabs have numerous kinds of materials and designs. We sell hijab because hijab and high fashion have become a fashion trend for women and girls. They love to wear them, even though they may belong to different communities. Due to an increased demand for hijab in all communities, opening up this business is very beneficial. Our target market is women, and mostly teenagers, because they love to beautiful and fashionable.

Address of business

Name	Zahlia Hijab
Address	
Contact number	
Main activities	Fashion and design
Date of commencement	1st June 2022

- **Organizational chart**



Nur Alyaa Atiqah bt Shuhaimi
(Founder of Zahlia Hijab)



Nurul Izah Nabilah binti Zaharul Mahadi
(Co-founder of Zahlia Hijab)

- **Vision and mission**

Vision

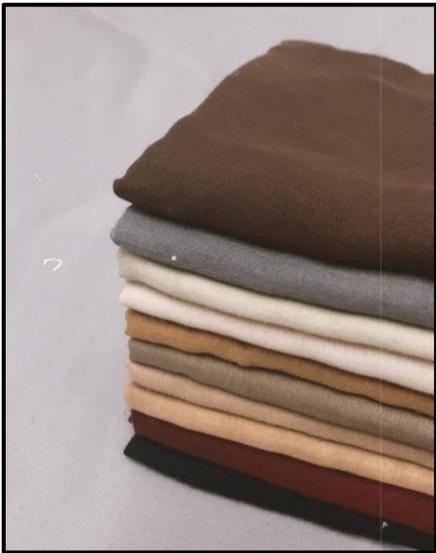
Zahlia Hijab wants to make more styles and patterns of our “Tudung Bawal”.

Mission

- To sustain the number of customers who purchase the “Tudung Bawal” that we sell.
- To maintain the business sales every month.

- **Descriptions of product/services**

Zahlia Hijab sells plain cotton bawal in a variety of colours, made of high-quality material. Our company's main product or service is "Tudung Bawal." Zahlia Hijab has a wide selection of "Tudung Bawal" in a range of colours. The varieties of hijabs that we sell are plain bawal square cotton, beaded bawal square cotton and bawal satin printed.

No.	Products	Description
1.		<p>Type: Plain bawal square cotton</p> <p>Material:</p> <ul style="list-style-type: none"> • Premium Cotton • Soft and comfortable cotton • Fabrics are not uncommon and easy to shape. • Not hot and breathable material. <p>Field size: 45", 50", 60"</p> <p>Shape: Square</p> <p>Disclaimer: Bear in mind that the colours may be slightly different based on lighting and individual screen resolution settings on each device.</p>
2.		<p>Type: Bawal square cotton with beads</p> <p>Material:</p> <ul style="list-style-type: none"> • Premium Cotton • Soft and comfortable cotton • Fabrics are not uncommon and easy to shape. • Not hot and breathable material. • Easy laundry. <p>Field size: 45", 50", 60"</p> <p>Shape: Square</p> <p>Disclaimer: Bear in mind that the colours may be slightly different based on lighting and individual screen resolution settings on each device.</p>

3.



Type: Bawal satin printed

Material:

- Soft and silky
- The fabrics are not sparse and easy to shape.
- Hand wash or machine wash in a laundry bag on gentle cycle.

Field size: 45", 50", 60"

Shape: Square

Disclaimer:

Bear in mind that the colours may be slightly different based on lighting and individual screen resolution settings on each device.

- **Price list**

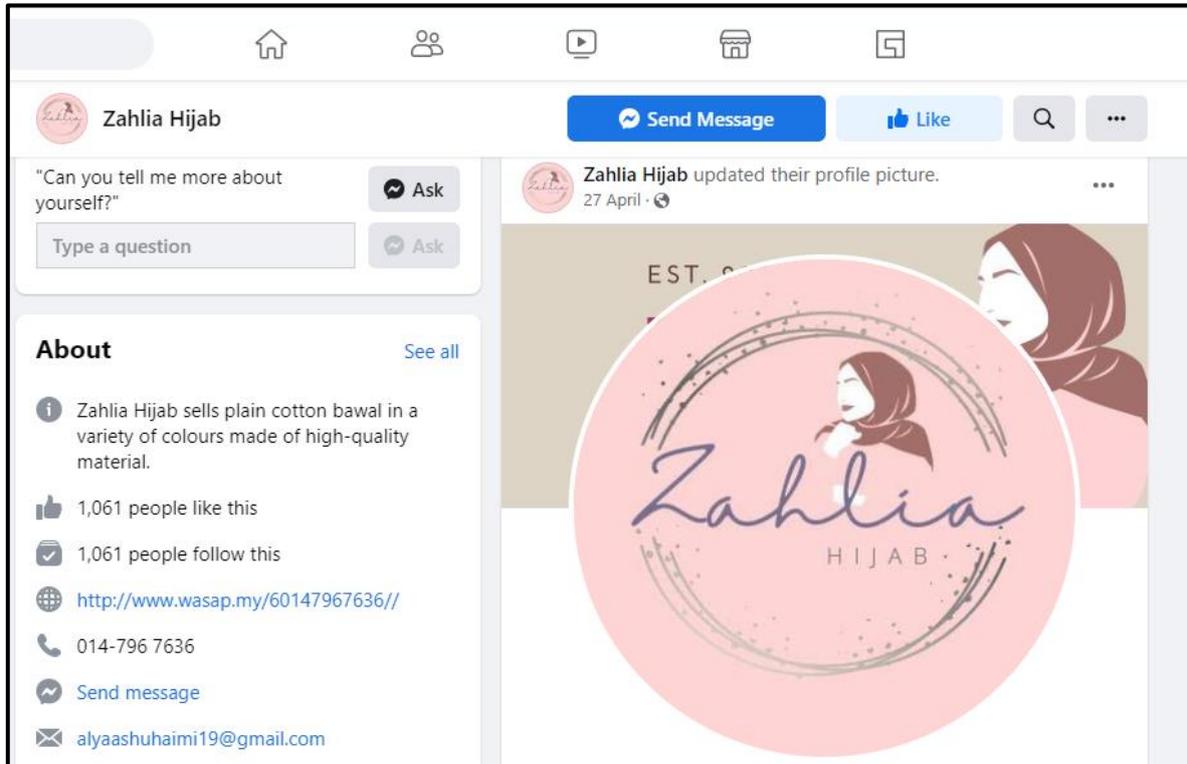
Zahlia Hijab prices range from RM10.00 to RM20.00. It is so affordable that any university student may afford to buy it. Besides that, our special offer is that every purchase of two or more pieces comes with a free scrunchie. Not only that, if customers buy hijabs in bulk and the quantity is more than 10 pieces, we will offer a RM5 per piece discount. It is affordable for any student or customer who wants to be an agent or stockiest under Zahlia Hijab. It is also a good opportunity for our business to boost sales and also improve customer satisfaction.

NO.	PRODUCTS	PRICES
1.	Bawal square cotton plain 	Per piece: RM10.00 + Postage: RM8.00 (Semenanjung) RM10.00 (Sabah&Sarawak) + Free: Scrunchie (with every 2 purchase or more)
2.	Bawal square cotton with beads 	Per piece: RM15.00 + Postage: RM8.00 (Semenanjung) RM10.00 (Sabah&Sarawak) + Free: Scrunchie (with every 2 purchase or more)
3.	Bawal square printed	Per piece: RM20.00 + Postage: RM8.00 (Semenanjung)

		<p>RM10.00 (Sabah&Sarawak)</p> <p>+ Free: Scrunchie (with every 2 purchase or more)</p>
<p>4.</p>	<p>Bawal in a bulk (More than 10 pieces)</p> 	<p>Per piece: RM5.00</p> <p>+ Postage:</p> <p>RM8.00 (Semenanjung) RM10.00 (Sabah&Sarawak)</p> <p>+ Free: 3 scrunchies for every 10 pieces of bawal</p>

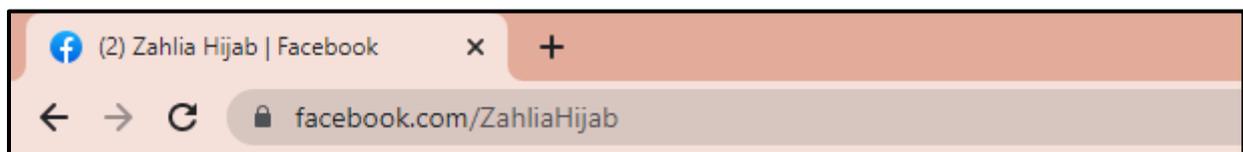
v. **FACEBOOK (FB)**

- **Creating Facebook (FB) page**

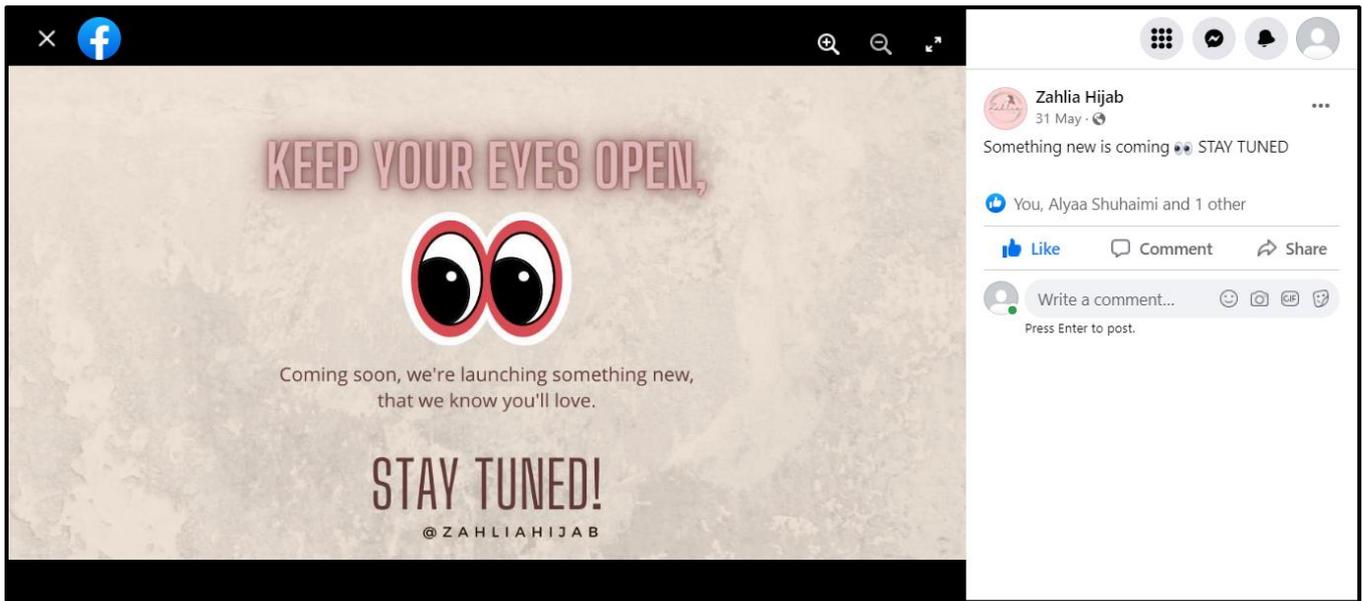


The Zahlia Hijab Facebook page was created on April 27, 2022. Our overall postings accumulate to 39 postings that consist of 7 teasers, 16 hard sells, and 16 soft sells. (From 27 April 2022 until 9 July 2022).

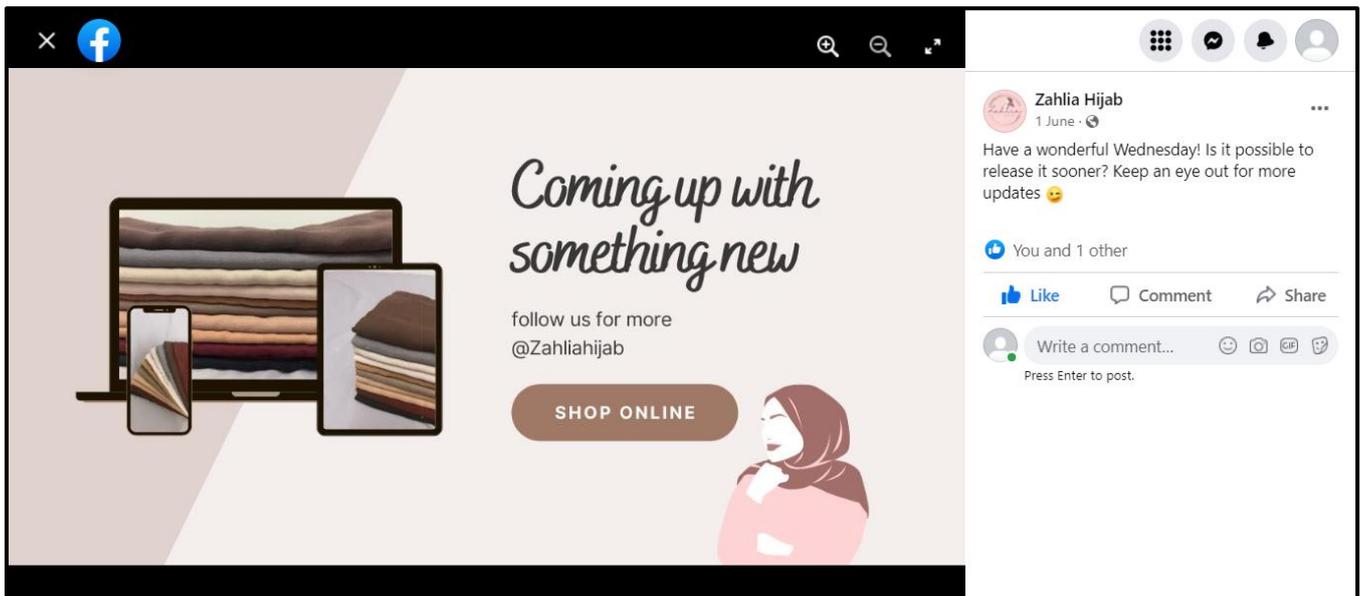
- **Customizing URL Facebook (FB) page**



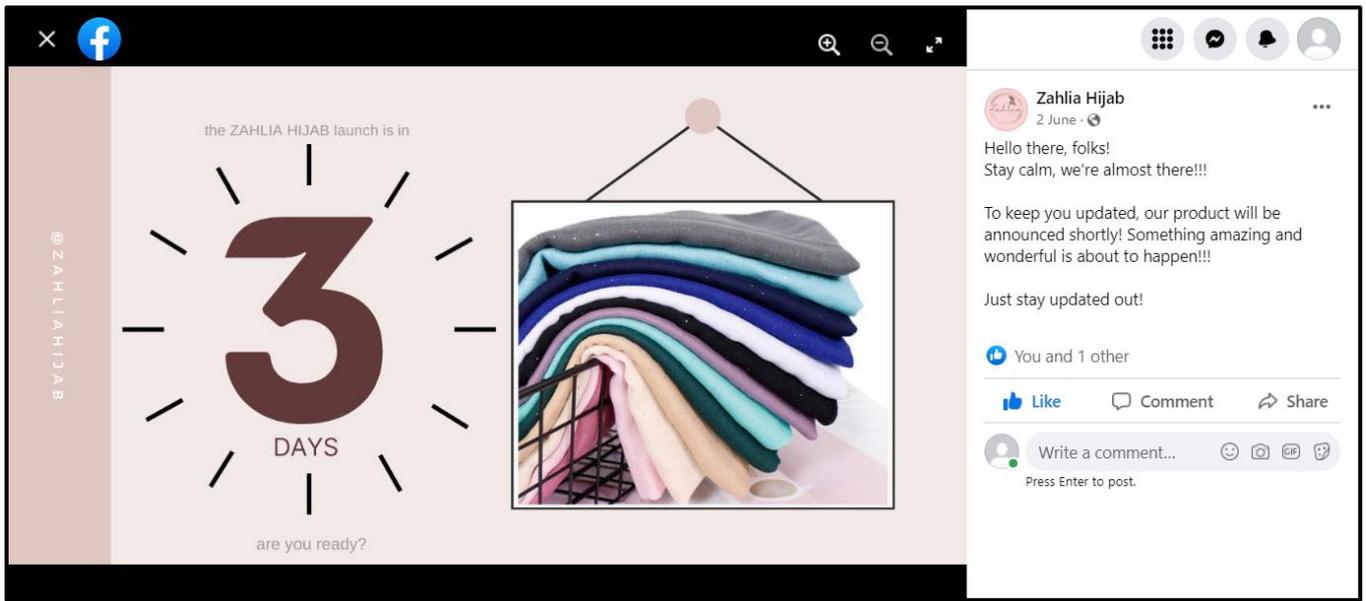
- Facebook (FB) post – Teaser



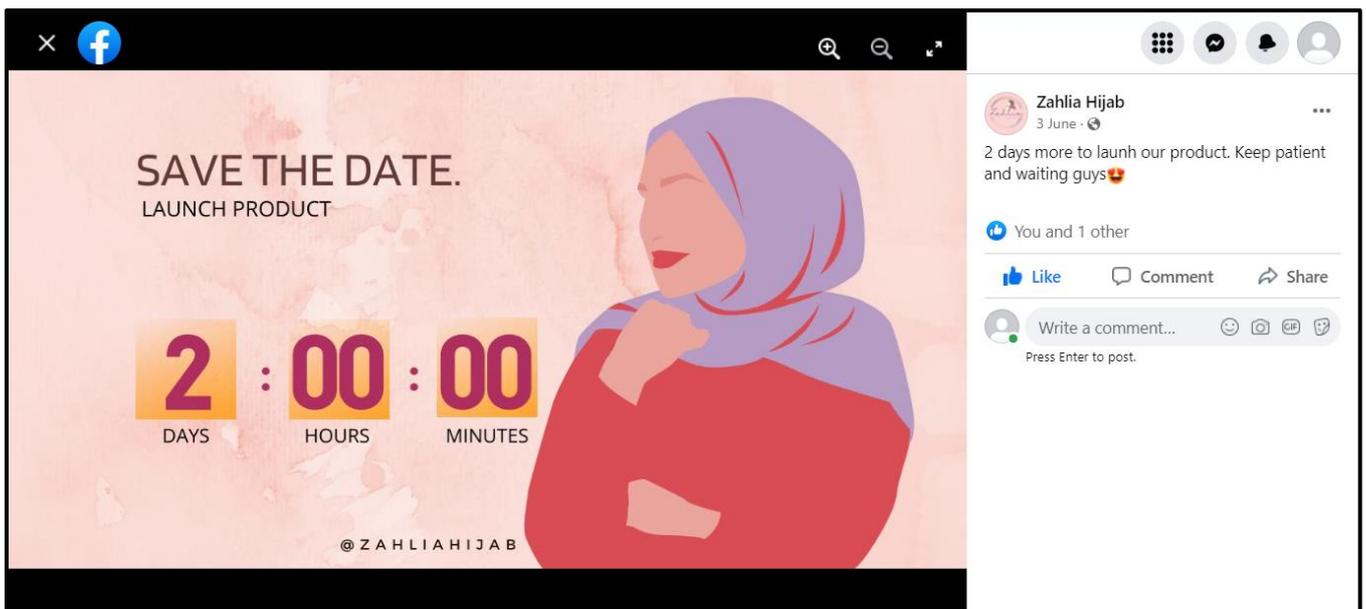
Teaser (1)



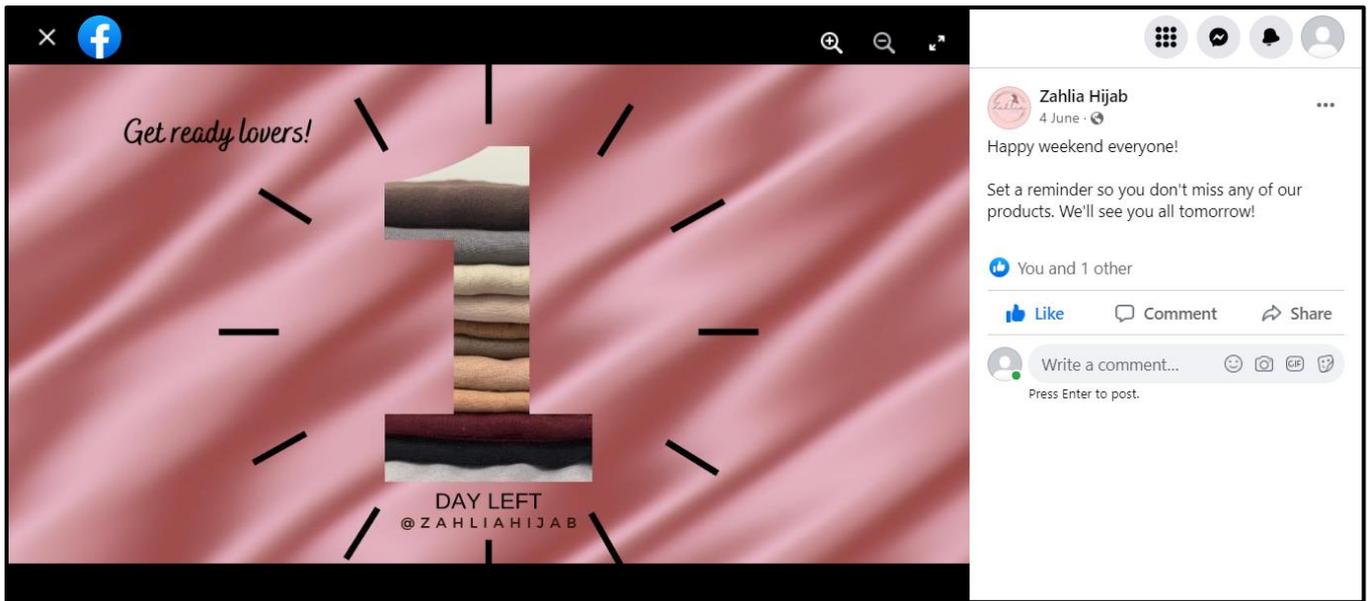
Teaser (2)



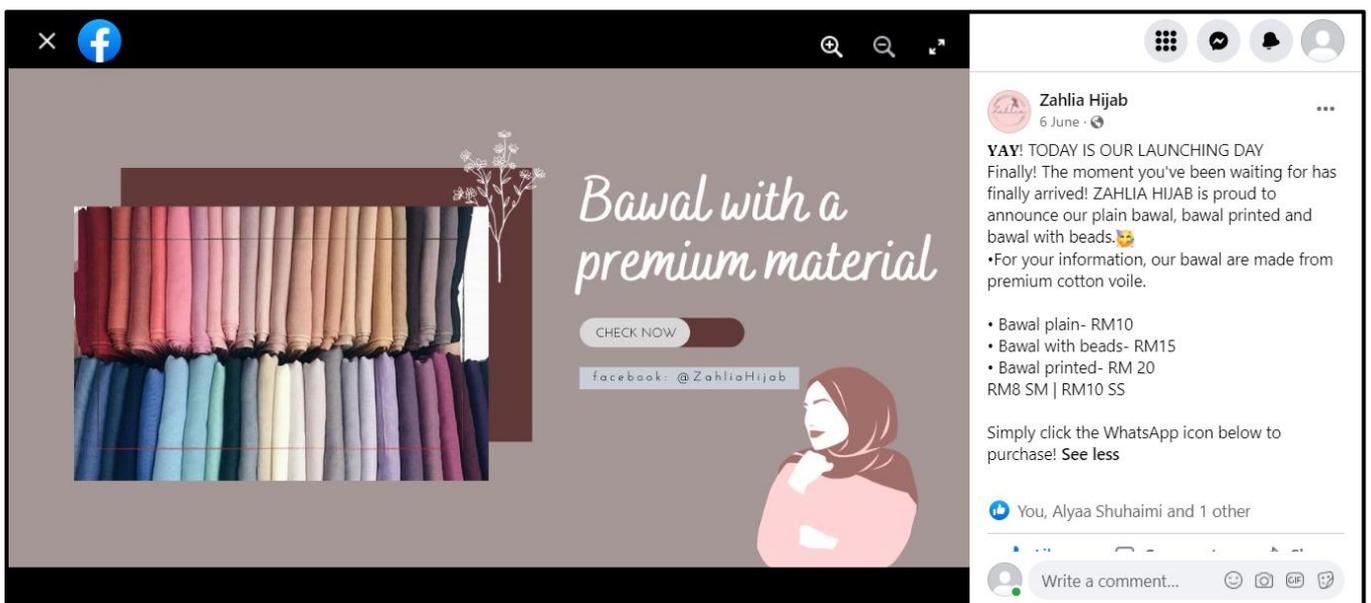
Teaser (3)



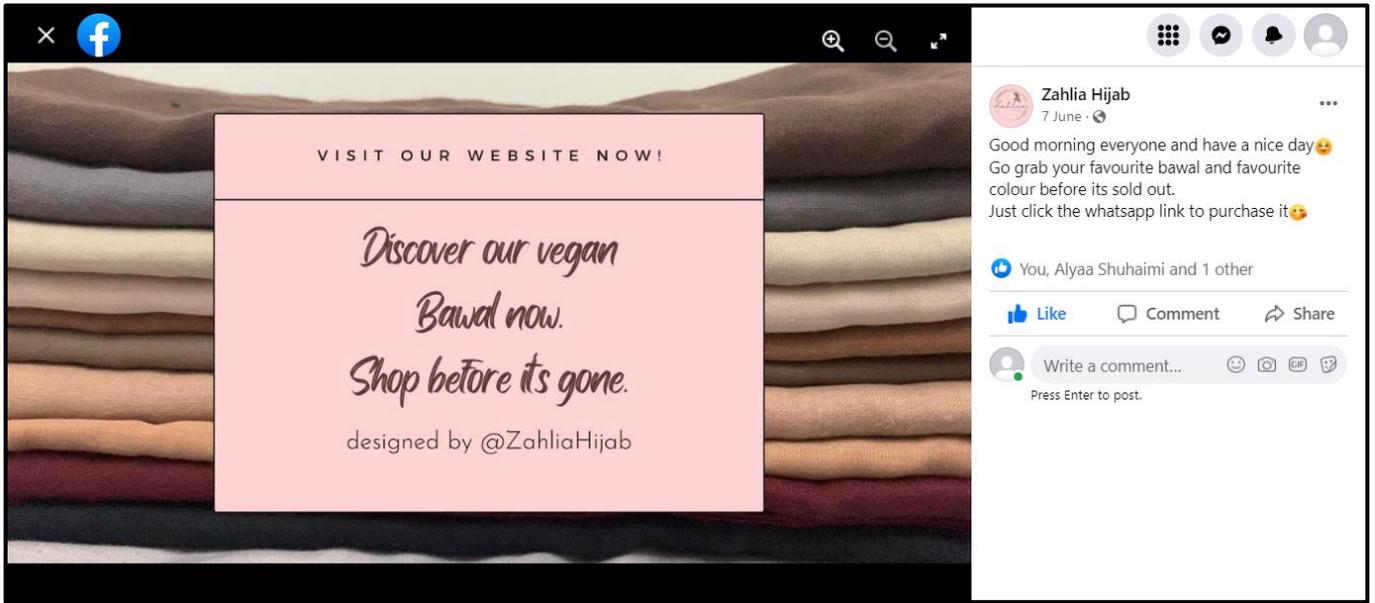
Teaser (4)



Teaser (5)



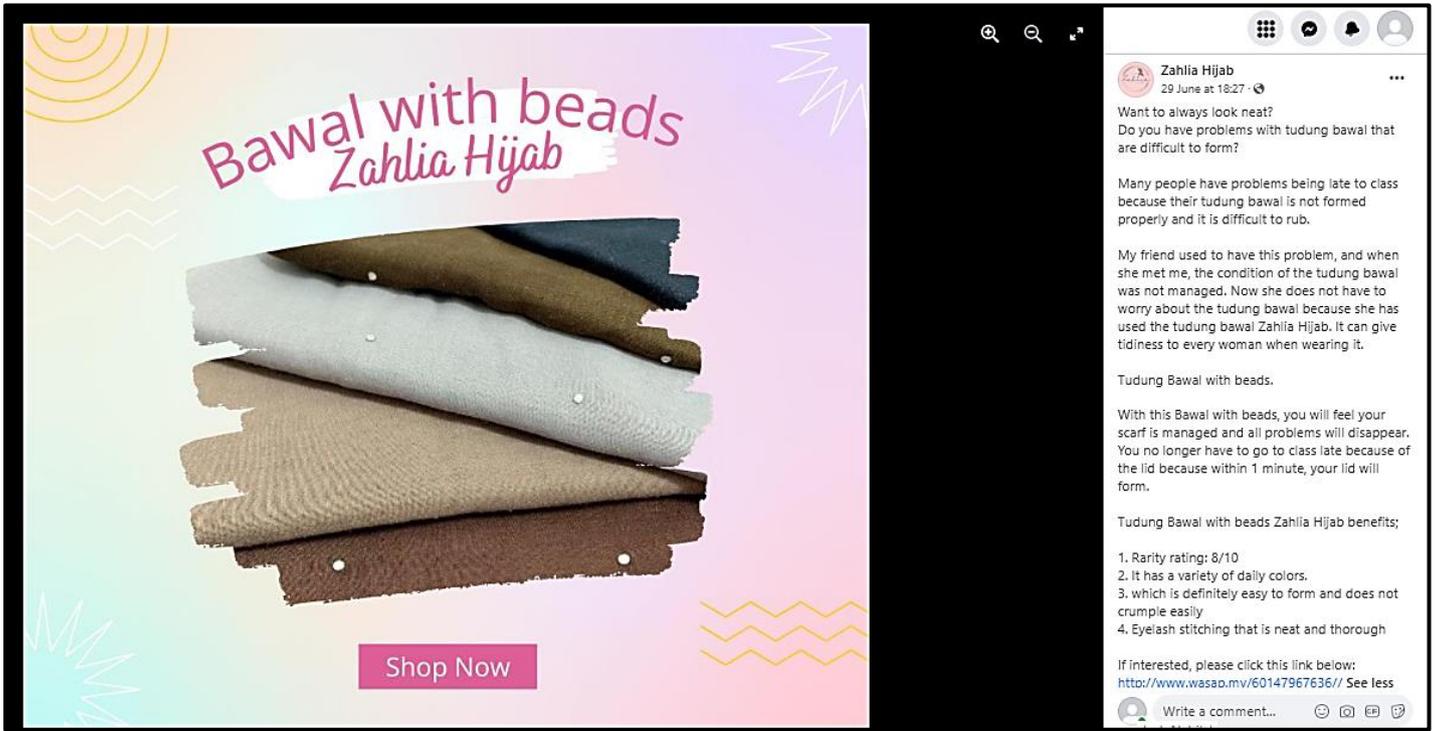
Teaser (6)



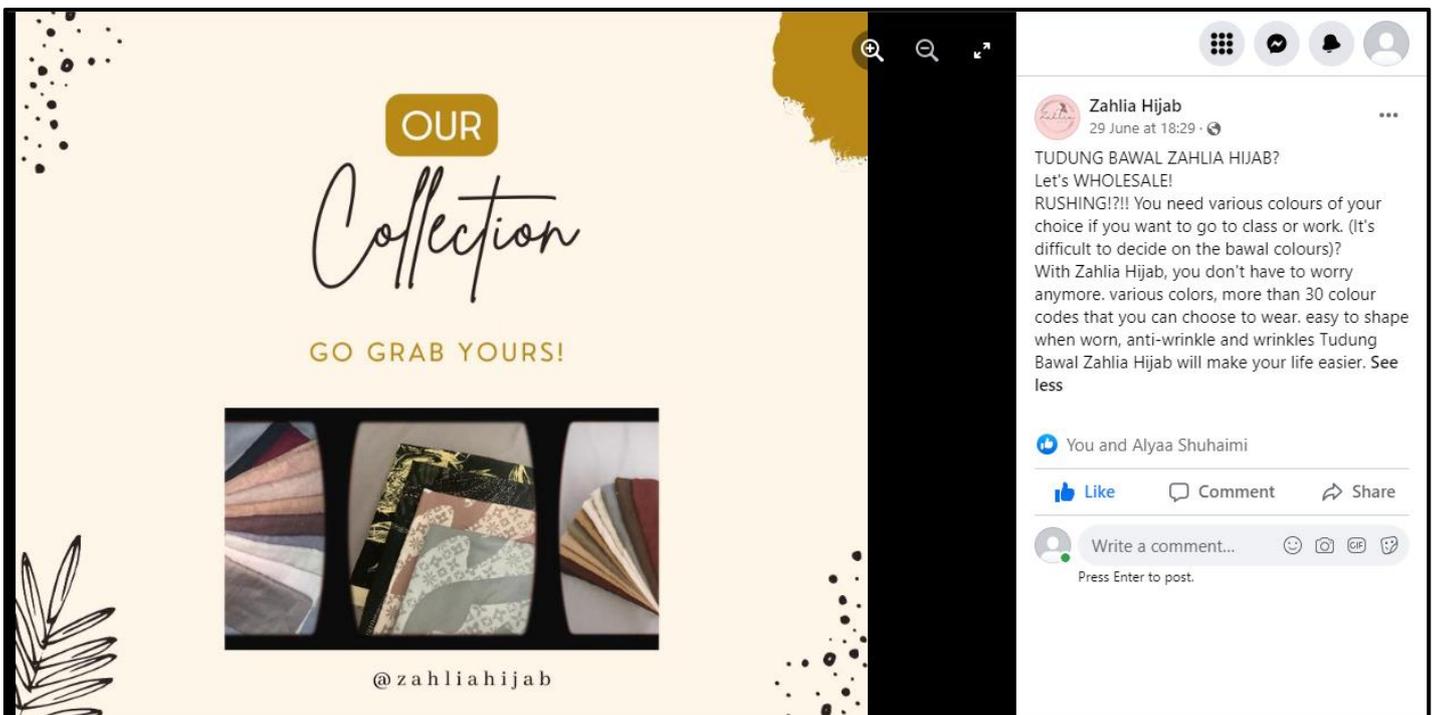
Teaser (7)

- Facebook (FB) post – Copywriting (Hard sell)

The total number of hard sells that were posted by Zahlia Hijab's page is 16.



Hard sell (1)



Hard sell (2)

Starch Tudung Bawal Product

- Forming the nazle of the scarves
- Anti-wrinkle
- Starch-based, not stained
- Odourless & conducive to prayer
- Suitable for all types of fabrics

1. Spray near the area where you want happiness to form. Don't spray very much. One press is enough for him to be evenly distributed.
 2. Allow 2-3 minutes
 3. Rub the lid as usual.
 4. The iron does not heat too much. Settle.

Done! Simple, is it?
 Please share if it is useful for you ladies! See less

@zahliahijab

Hard sell (3)

Bawal features

@zahliahijab

Breathable material
 Premium material
 Easy to iron
 Awning on point

Available Now

Attention ladies!!!

WANT A REASONABLE PRICE AND BEAUTIFUL TUDUNG BAWAL?

We sell quality, beautiful and comfortable bawal to wear at affordable prices for women who want to look beautiful and stylish in accordance with current fashion trends. The fabric we use is the best quality cotton voile and provides long-lasting comfort suitable for hot and humid weather.

- ✓ Breathable material
- ✓ Premium material
- ✓ Easy to iron
- ✓ Awning on point
- ✓ Soft fabric

If interested, just click the link:
<http://www.wasap.my/60147967636//> See less

You and 1 other

Hard sell (4)

TUDUNG BAWAL

ORDER NOW

@ZahliaHijab



🔍 🔍 🔍
👤 🗨️ 📧

Zahlia Hijab
3 d · 🌐

Want to find a rare tudung bawal?

Want to find a tudung bawal that is simple but still looks beautiful?

Do you want to look different from others?

ZAHLIA HIJAB HAS VARIOUS KINDS OF COLORS!!

Alhamdulillah, the pattern is attractive and suitable for all women. Don't worry, going to the streets is appropriate. Going to the office is also appropriate. The price is also affordable!

=====

WHAT IS THE BEST THING ABOUT TUDUNG BAWAL ZAHLIA HIJAB?

=====

Tudung Bawal The ZAHLIA HIJAB is made from cotton, whose fabric is high quality, durable, cold and comfortable when worn. Many people want a hijab that is easy to shape, right? The ZAHLIA HIJAB hijab is easy to shape when placed on the head. See less

You and 1 other
Write a comment...
👍 🗨️ 📧 🔄

Press Enter to post.

Hard sell (5)

OUR BEST SELLER



BAWAL PLAIN

@ZahliaHijab

SHOP NOW

🔍 🔍 🔍
👤 🗨️ 📧

Zahlia Hijab
3 d · 🌐

TUDUNG BAWAL COTTON ONE PIECE RM10!!
This is the Tudung Bawal produced by Zahlia Hijab, which is popular A++ quality, but at a very reasonable price, it's worth it. A beautiful variety of colors!
Easy shape, good fabric quality, not sparse and very comfortable.

PRICE
RM10/pc (excluding postage).
It is also can be purchased wholesale as well.

BAWAL COTTON DETAILS
=====

Cotton is the cover material.
Size: 45", 55", 60"
Colors: There are over ten different colour options.
Want to order?
Keep clicking the link below and wait for us to reply!

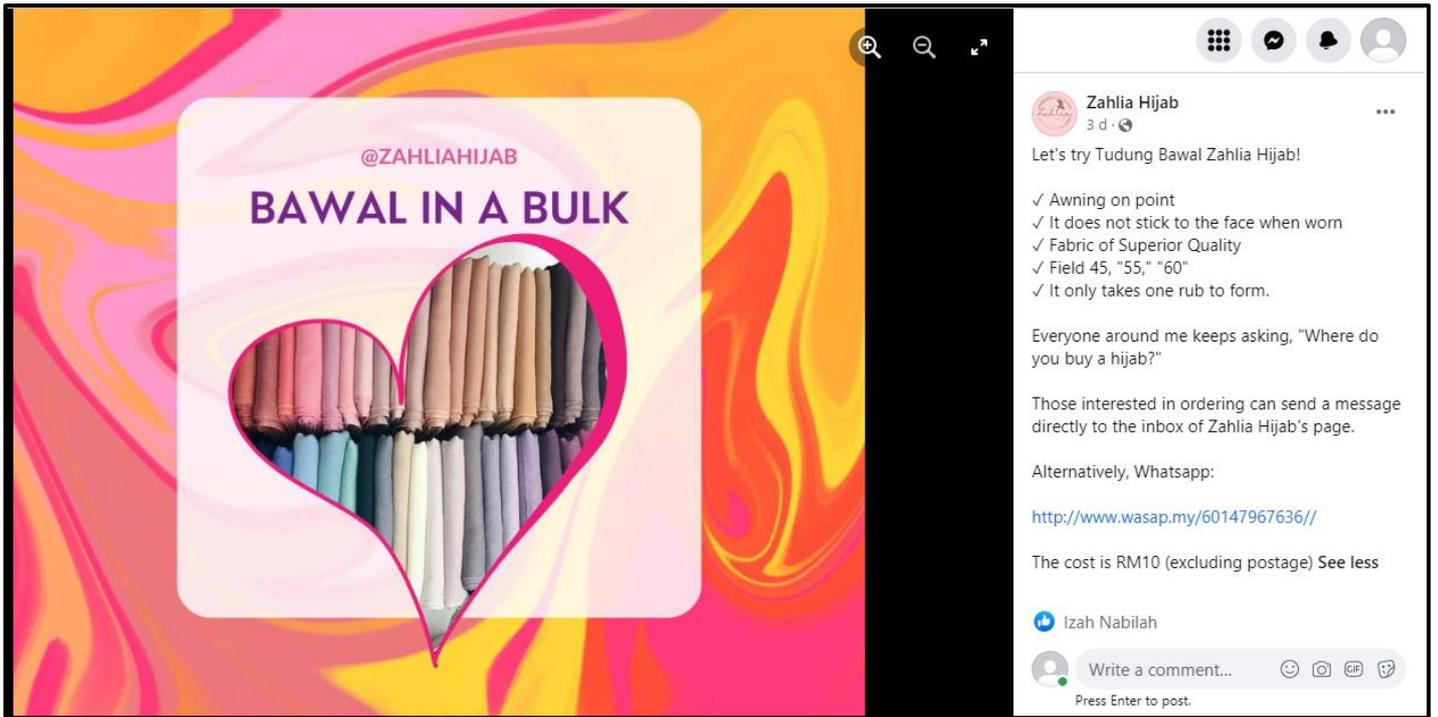
<http://www.wasap.my/60147967636/> See less

You and 1 other
Like Comment Share

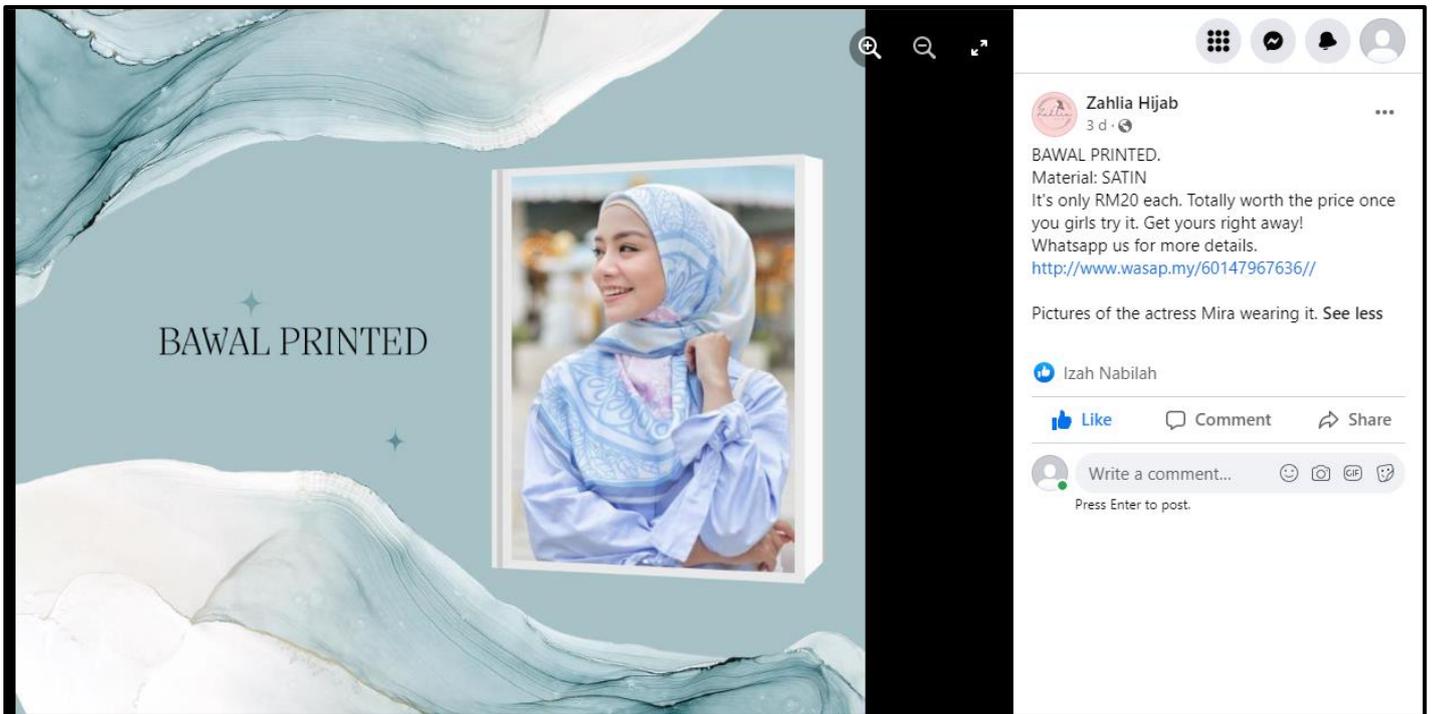
Write a comment...
👍 🗨️ 📧 🔄

Press Enter to post.

Hard sell (6)



Hard sell (7)



Hard sell (8)

TUDUNG BAWAL

Pricelist



Bawal plain	RM10
Bawal with beads	RM15
Bawal printed	RM20

@zahliahijab

Zahlia Hijab
3 d · 🌐

Zahlia Hijab provide the variety of Tudung Bawal such as Bawal Plain, Bawal with Beads and Bawal Satin Printed. Our tudung bawal have many size that suitable to all age.

Here the pricelist of our Tudung Bawal:
 ✨ Bawal plain- RM10
 ✨ Bawal with beads- RM15
 ✨ Bawal satin printed- RM20
 All the price exclude postage
 Postage: Sm (RM8) Ss (RM10)

Hit the Whatsapp link before its out of stock.

<http://www.wasap.my/60147967636//> See less

Like Comment Share

Write a comment...
Press Enter to post.

Hard sell (9)

This Or That Edition

Which do you like more

It doesn't have to be one of them. If you like all of them, then just choose.



PLAIN

X



BEADS

X



PRINTED

@zahliahijab

Zahlia Hijab
2 d · 🌐

Hi Bawal Lovers 🌹
Which one do you prefer? Bawal Plain, Bawal with Beads or Bawal Satin Printed?

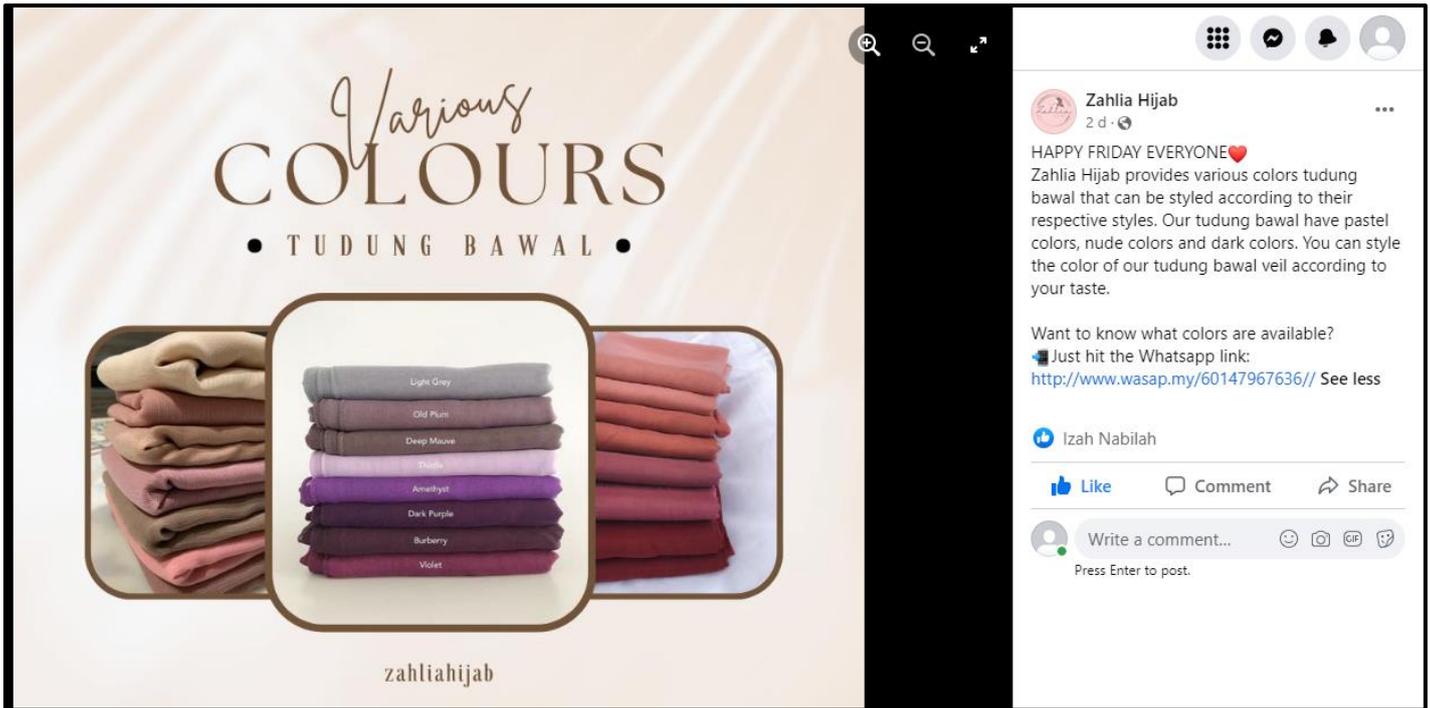
- 🌹 Bawal plain very suitable for those who like to look simple and look luxurious.
- 🌹 Bawal with beads adds a series to your look even when you are wearing a casual style. The beads are not easily removed when washed and sparkle beautifully. Of course you will feel comfortable and confident when styling the Bawal with beads.
- 🌹 Bawal Satin Printed material is not slippery and very comfortable to wear in hot weather. It is also easily shaped according to the shape of the face and neat on the head. Every design and collection released by Zahlia Hijab is very unique, exclusive and beautiful.

So, what are you waiting for? Don't miss out on each of our bawal designs.
Just click the Whatsapp link to purchase:

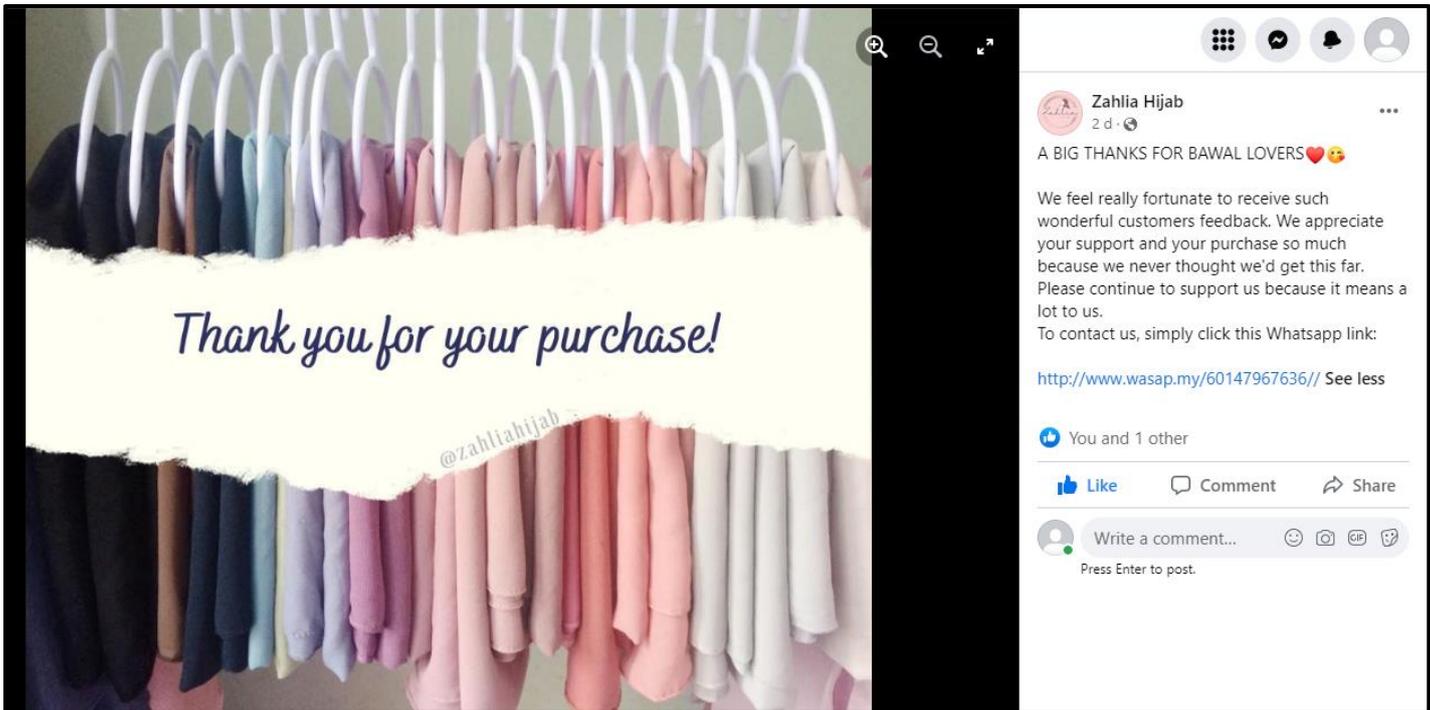
<http://www.wasap.my/60147967636//> See less

Write a comment...
Press Enter to post.

Hard sell (10)



Hard sell (11)



Hard sell (12)

NEW collection

@zahliahijab

Zahlia Hijab
2 d · 🌐

Good news to all. 😊
We have launched a new collection of Bawal Satin Printed with more attractive patterns and more charming colors. Our new collection this time we use the best material that is not hot and beautiful when worn. Many colors we launch and suitable for all ages.

Simply click the Whatsapp link to purchase our new collection before its out of stock.
📱 <http://www.wasap.my/60147967636//> See less

👍 Like 💬 Comment ➦ Share

Write a comment...
Press Enter to post.

Hard sell (13)

BAWAL lovers

Visit Now!

Zahlia Hijab
2 d · 🌐

Hi Bawal Lovers! 🤩
We would like to inform that our bawal is running low right now. For those who wants to purchase it, please purchase it now before its out of stock or you have to wait until we restocked it again. So, grab yours now!!!

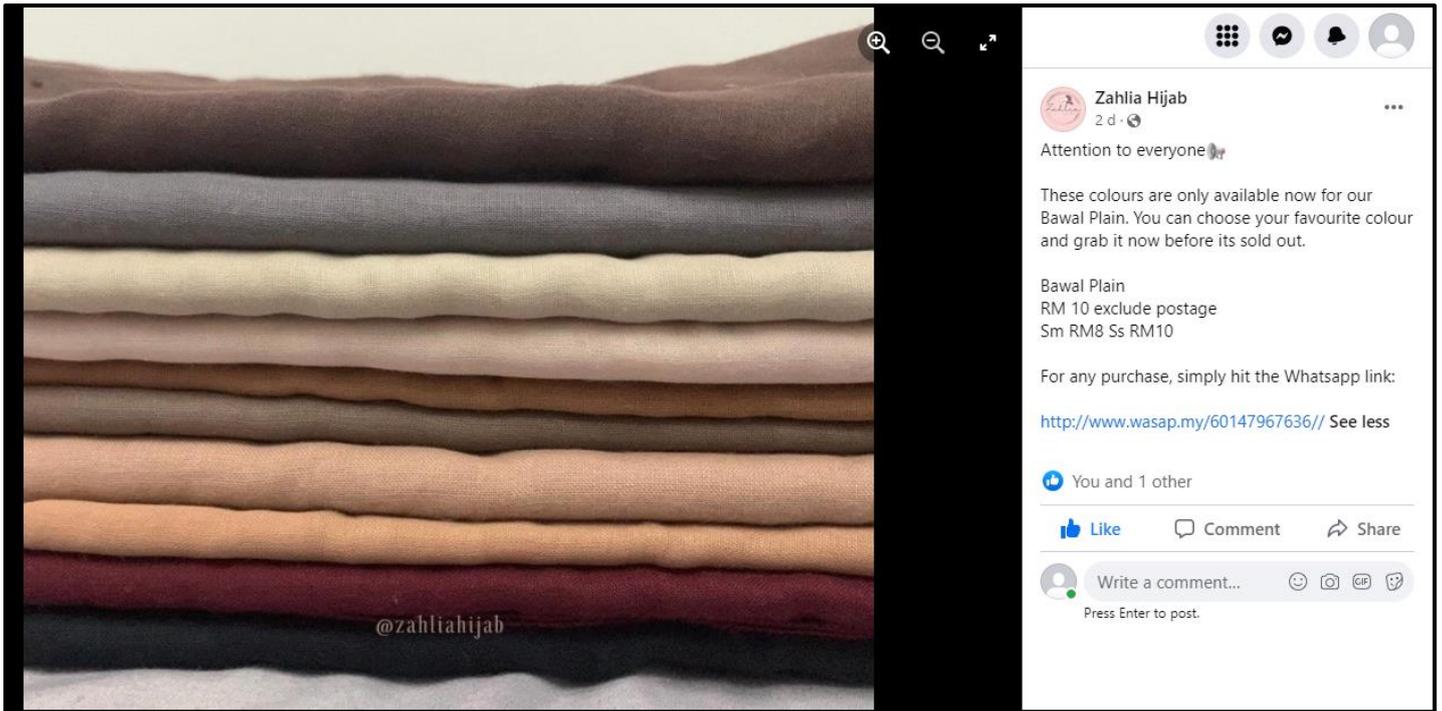
You can visit our Fb Page Zahlia Hijab to purchase or just click the Whatsapp link.
📱 <http://www.wasap.my/60147967636//> See less

👍 You and 1 other

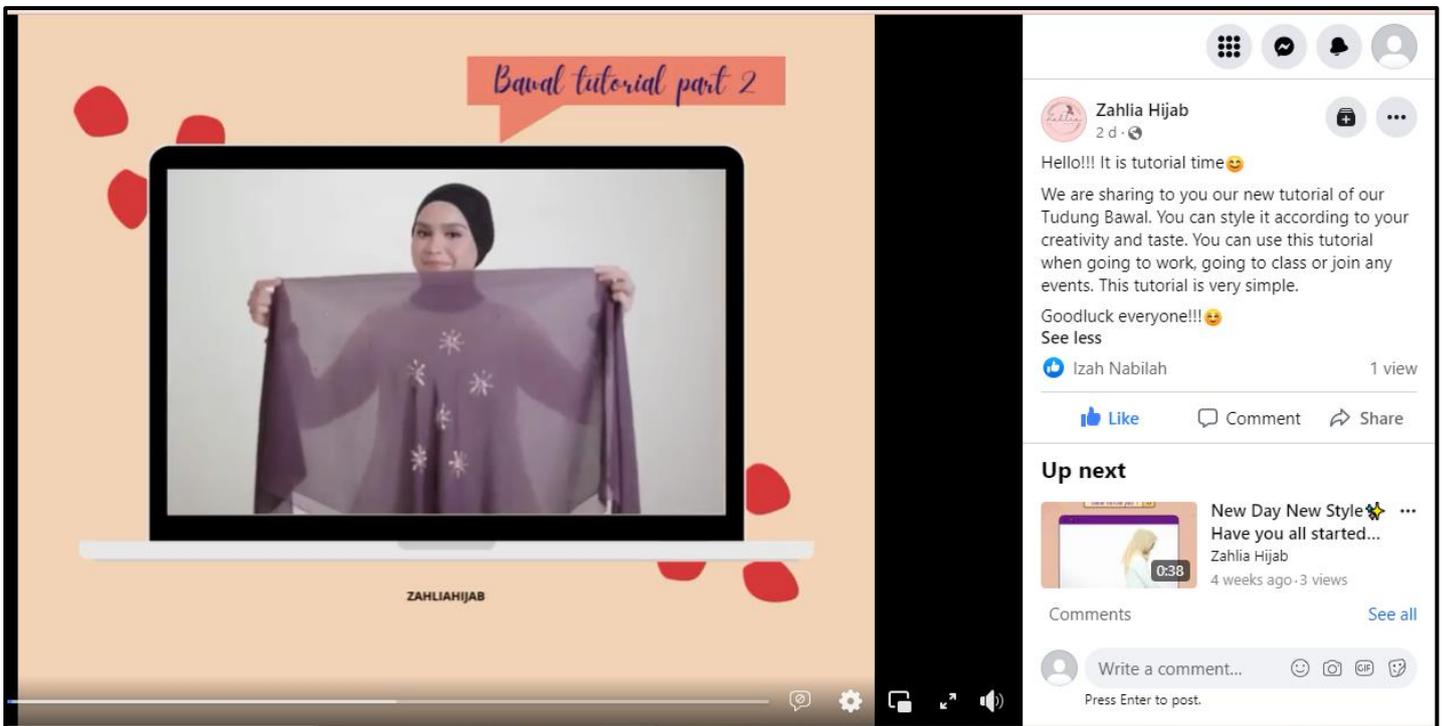
👍 Like 💬 Comment ➦ Share

Write a comment...
Press Enter to post.

Hard sell (14)



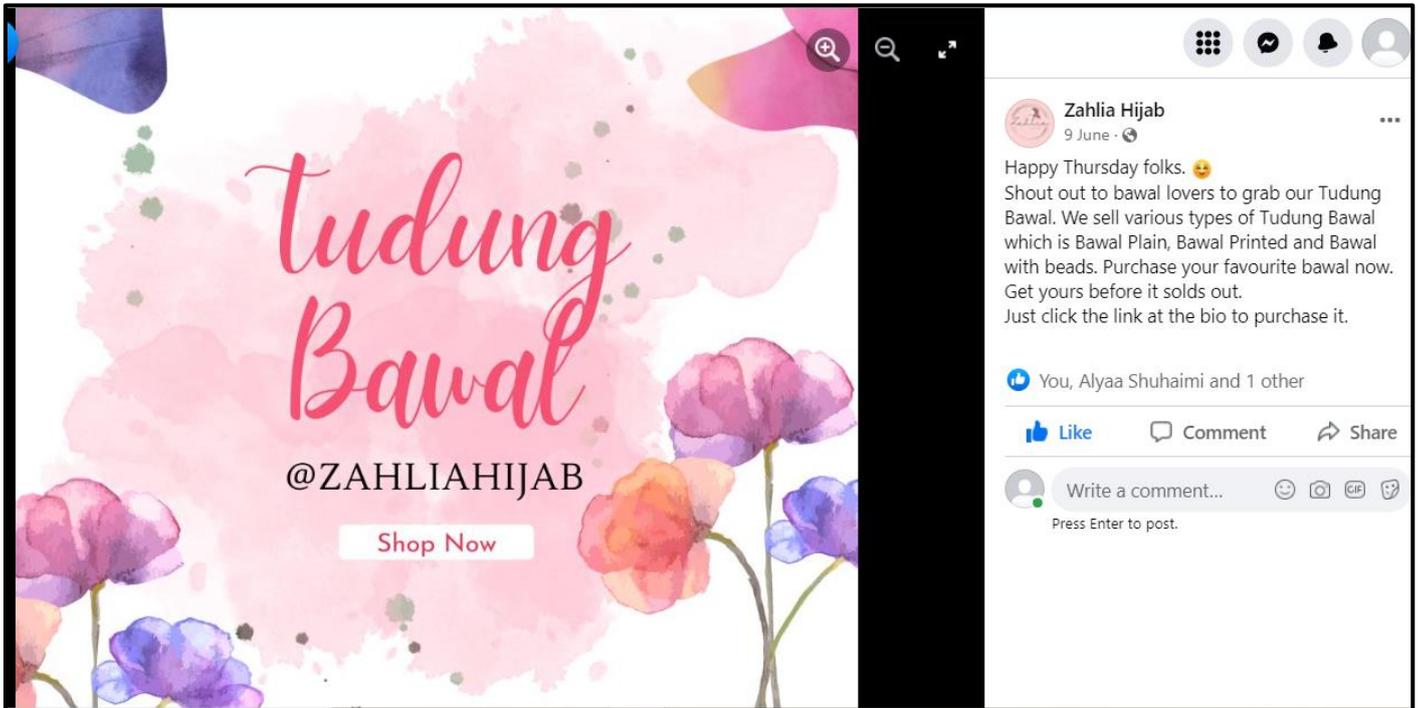
Hard sell (15)



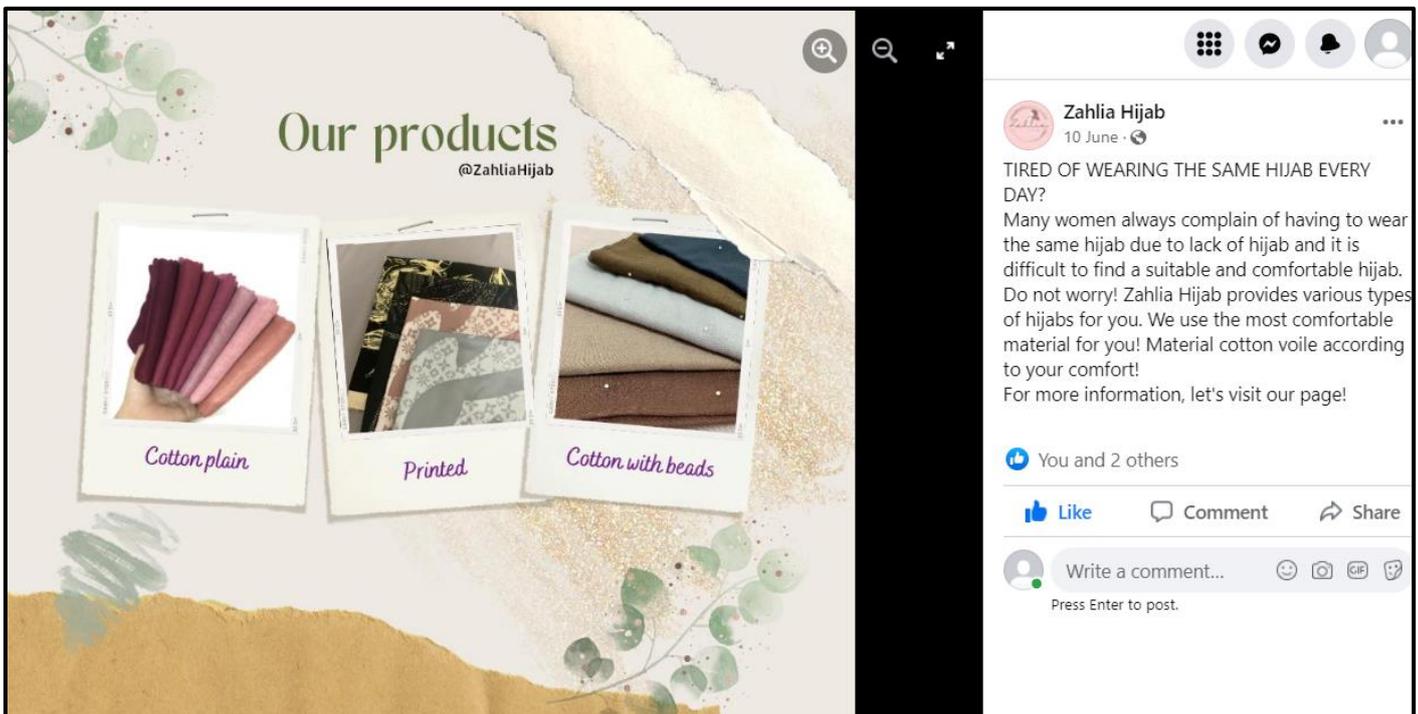
Hard sell (16)

- Facebook (FB) post – Copywriting (Soft sell)

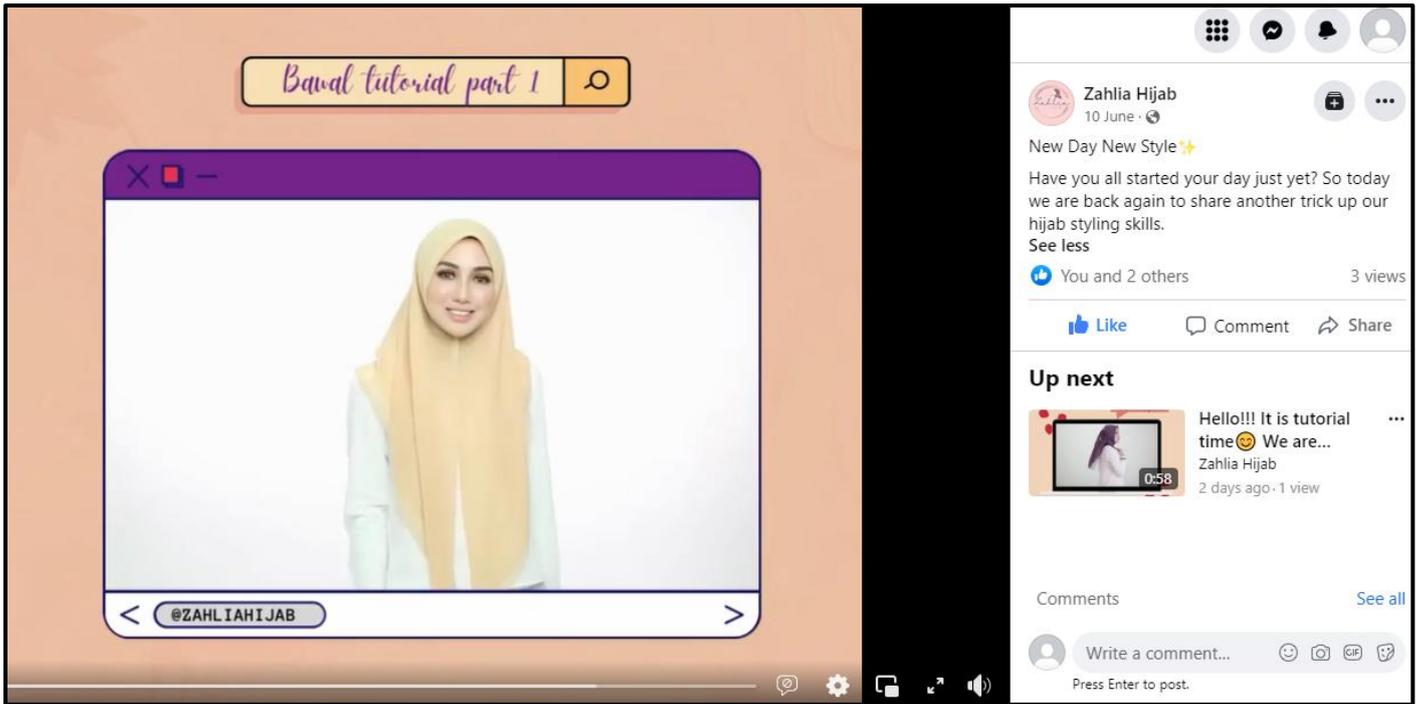
The total number of soft sells that were posted by Zahlia Hijab's page is 16.



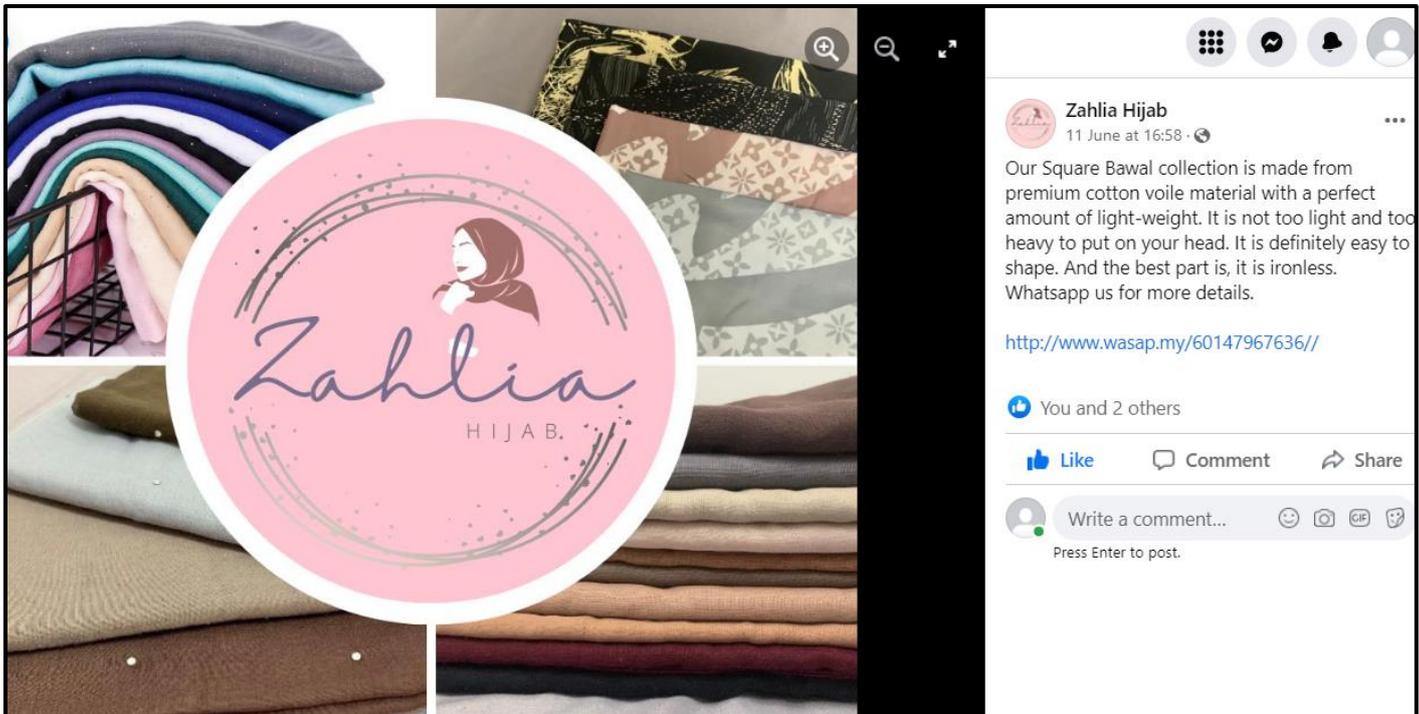
Soft sell (1)



Soft sell (2)



Soft sell (3)



Soft sell (4)

We have various colour schemes.

@ZahliaHijab

moroccan brown, smores, maroon, burgandy, berry sorbet, raspberry, roseberries, berry mauve, mauve, blushed rose, periwinkle, misted peony, pale plum, plumcake, prune, berry brown, wine grape, poison, blue avrit, dustywood, saddle tan, chestnut, toasted peach, peachy blush, grey, grey lace, koala grey, medium grey, nut milk, crush grape, powder blue, light blue, lush violet, blueblack

Zahlia Hijab
11 June at 17:09 · 🌐

Happy Saturday!
Wishing everyone a lovely weekend ahead 😊
Here's some colour pallet for your ease of reference. 🎨
Grab it before its sold out.
Just click the link at our bio to purchase your favourite colour. 🛒

You and 1 other

Like Comment Share

Write a comment...
Press Enter to post.

Soft sell (5)

@ZahliaHijab

BAWAL FEATURES

Easy to iron

Premium material

Breathable material

Soft and comfortable cotton

Awning on point

Zahlia Hijab
13 June at 12:45 · 🌐

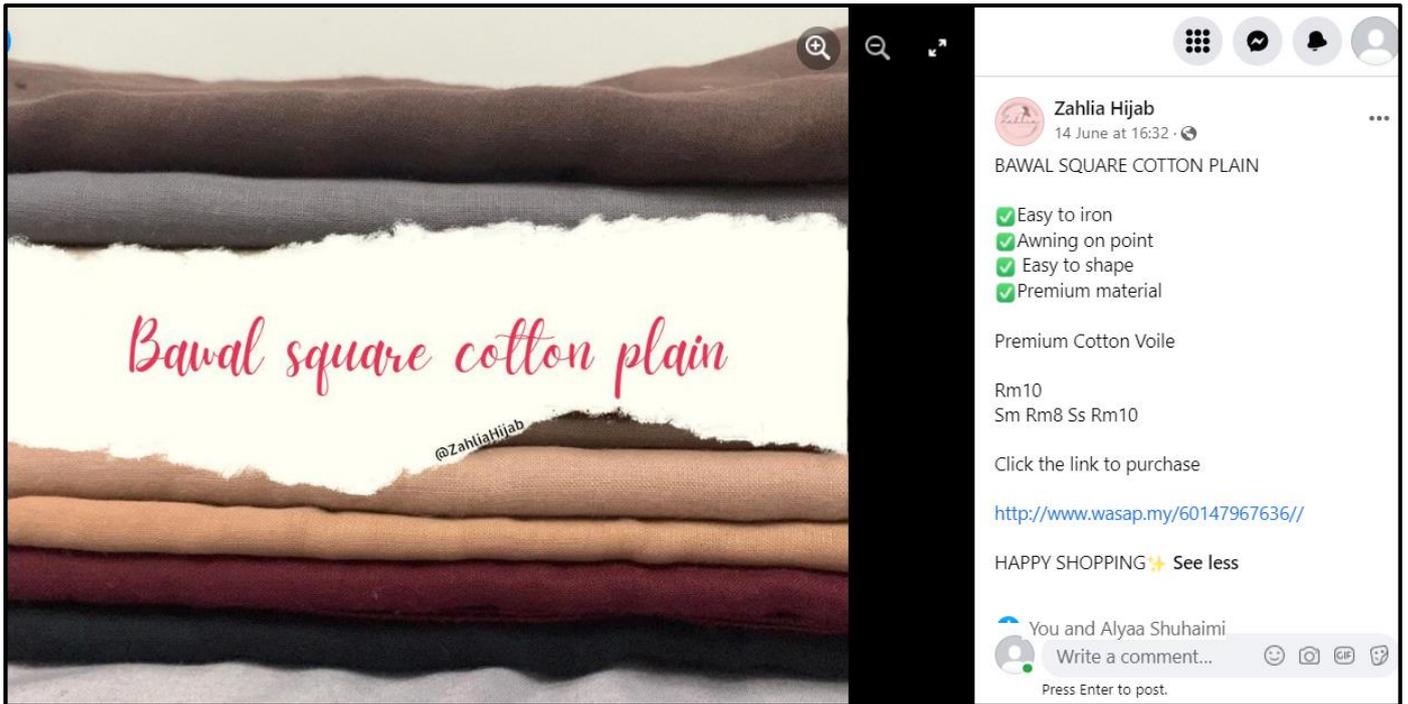
Happy Monday Blues Bawal Lovers ❤️
So a lof of you queens been asking is it the material use for bawal easy to shape? Is it on point? 🤔
Here are some of the best features of our bawal.

Izah Nabilah

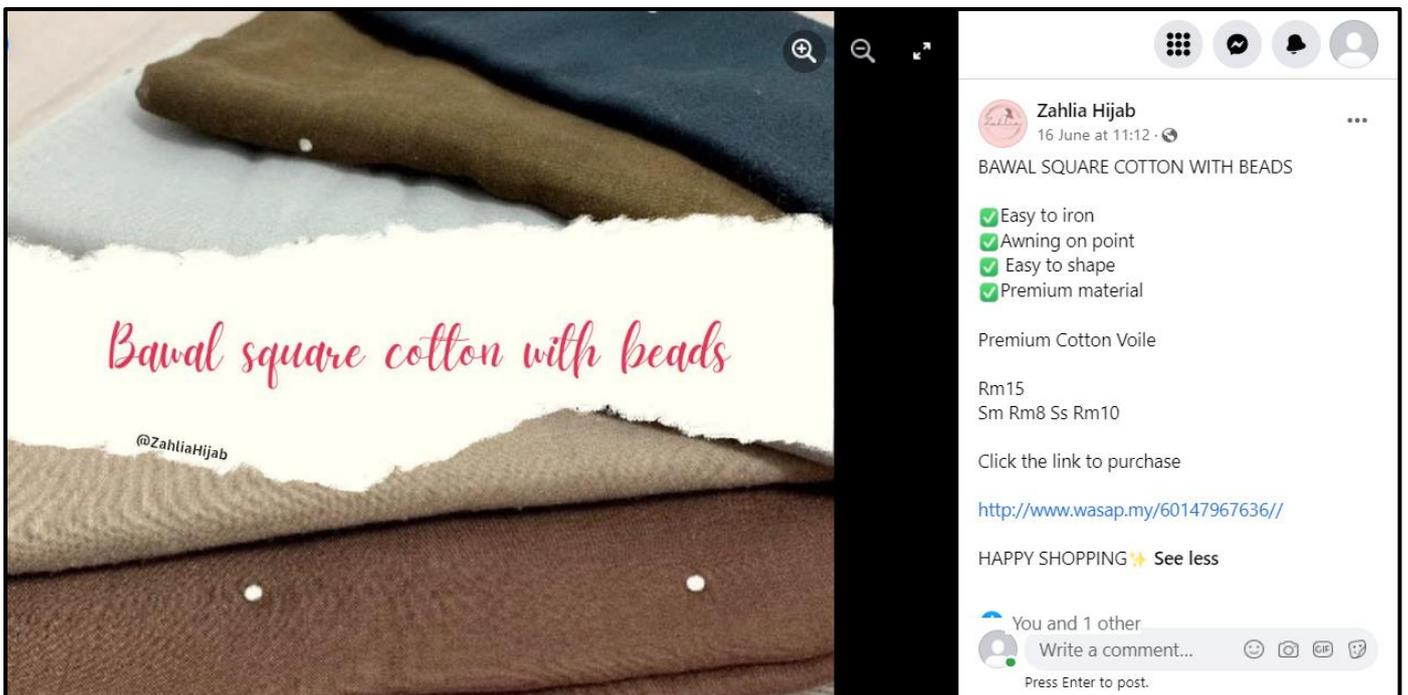
Like Comment Share

Write a comment...
Press Enter to post.

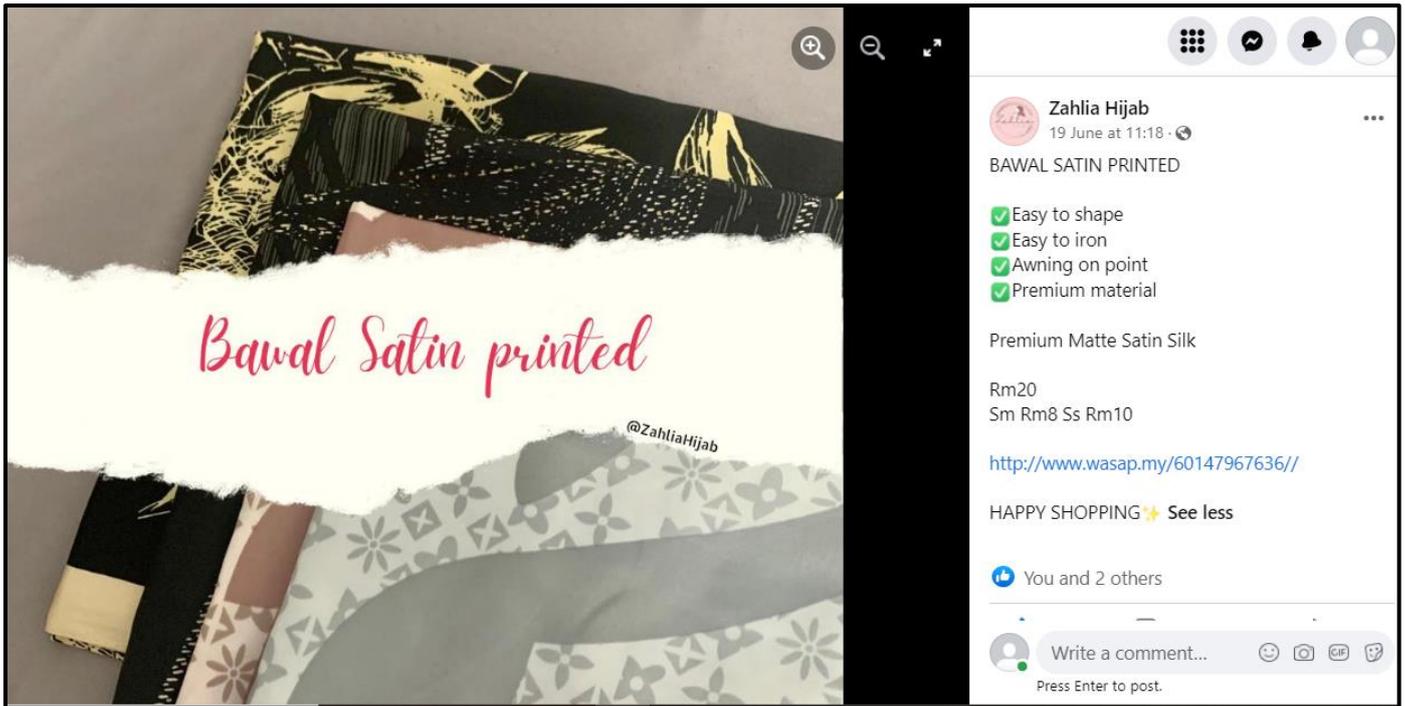
Soft sell (6)



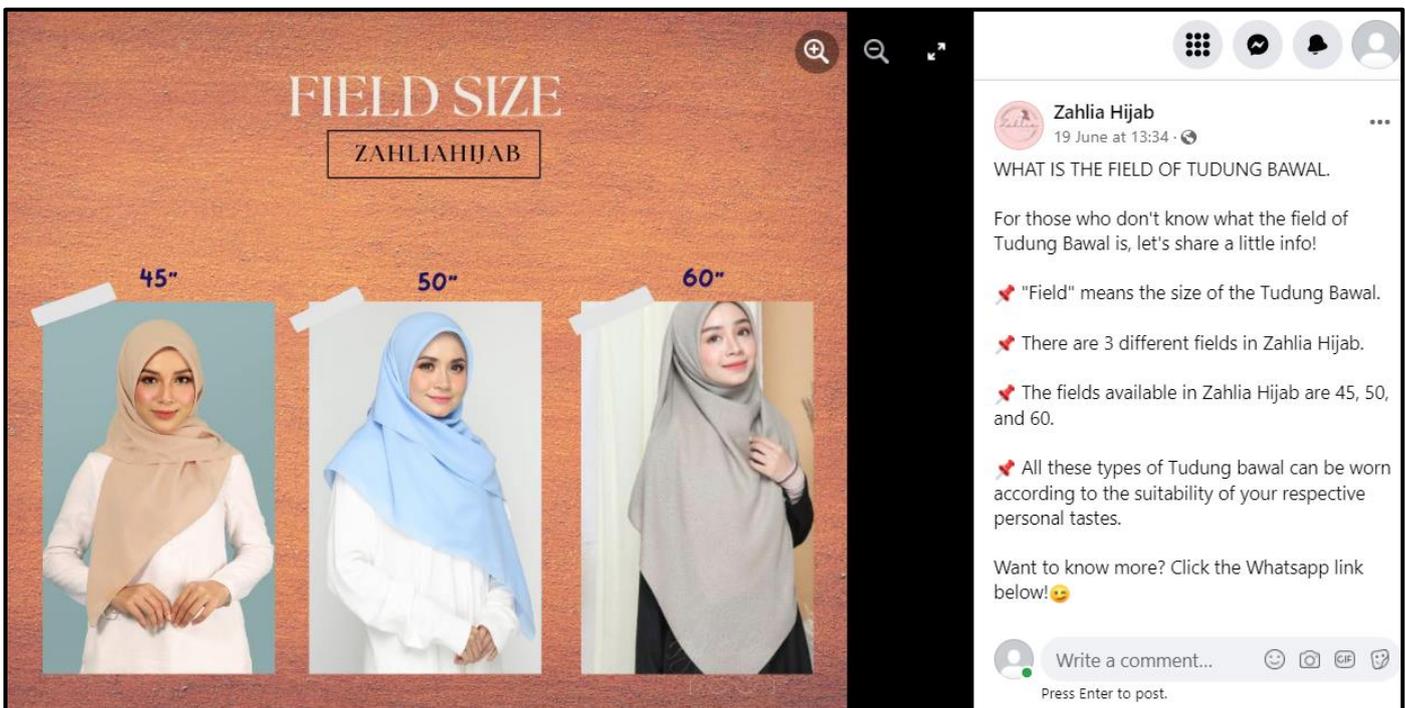
Soft sell (7)



Soft sell (8)



Soft sell (9)



Soft sell (10)

BAWAL COTTON CARE TIPS

1. Wash the bawal by hand, but don't scrub too hard.

2. Sunbathe in a shady area where it's not too hot.

3. Use a low-heat iron to iron the bawal.

4. Avoid folding; instead, hang in the closet.

ZAHLIAHIJAB

Zahlia Hijab
20 June at 10:44 · 🌐

Want to know the right care tips so that your Bawal Cotton stays like new?

Here is a complete guide on how to take care of Bawal Cotton that we have prepared especially for you all!

1. The best way to make sure the lid stays in color and quality is by hand washing only.
2. Choose an area to hang the lid that is free from scorching sunlight to prevent the lid from tearing quickly.
3. When ironing Bawal Cotton, use the appropriate temperature to keep the bawal from getting too hot.
4. Special places to store lids such as shelves or cupboards must have good ventilation features and avoid folding the Bawal Cotton. See less

You and 1 otherment...
Press Enter to post.

Soft sell (11)

BAWAL SATIN PRINTED CARE TIPS

1. Wash the satin fabric by hand to avoid stretching it.

2. Soak in soapy water for a few minutes and gently rub.

3. Rinse the bawal under running water.

ZAHLIAHIJAB

Zahlia Hijab
21 June at 09:22 · 🌐

Bawal Satin Printed Care Tips!

1. Hand washing is safer because if using a washing machine can stretch the satin veil fabric.
2. Soak the Tudung Satin in water and rub gently.
3. Rinse the Tudung Satin under running water to remove any attached detergent. See less

You and 1 other

Like Comment Share

Write a comment...
Press Enter to post.

Soft sell (12)

Bawal cotton with beads iron tips!

- Iron on the inside of the bawal to keep the beads from falling off.
- Ironing should be done on a textile that has already been lined.

ZAHLIAHIJAB

Zahlia Hijab
27 June at 15:49 · 🌐

Bawal Cotton With Beads Ironing Tips!

1. Be careful when ironing the bawal beads to keep the beads from falling off.
2. Ironing should be done on a textile that has already been lined. [See less](#)

You and Alyaa Shuhaimi

Like Comment Share

Write a comment...
Press Enter to post.

Soft sell (13)

Bawal color selection Tips according to skin tone

- WHITE SKIN** - CHOOSE SOLID AND DARK COLOURS THAT CONTRAST WITH YOUR SKIN TONE TO LOOK BRIGHTER AND RADIANT.
- BRIGHT YELLOW** - THE BRIGHT YELLOW-PASTEL AND BRIGHT COLOURS ARE VERY SUITABLE FOR THE BRIGHT YELLOW. PASTEL SHADES HIGHLIGHT THE BEAUTY OF YOUR FACE AND MAKE YOU LOOK FRESH.
- TAN SKIN** - A SELECTION OF PASTEL AND DARK COLOURS IS HIGHLY RECOMMENDED FOR TANNED SKIN.
- DARK SKIN** - PASTEL AND GOLDEN COLORS, AS WELL AS SOFT HUES, WILL MAKE YOUR SKIN LOOK BRIGHTER.

ZAHLIAHIJAB

Zahlia Hijab
27 June at 15:54 · 🌐

HAPPY MONDAY BLUES EVERYONE 🌟

Every person has a different skin tone, some having a warmer tone while some having a lighter tone. So if the goal is to feel beautiful in your hijab, choose the color that best suits your skin and makes it glow. To feel comfortable and confident in your hijab, one of the ways is to have the go-to colors that you know suit your skin tone best and will elevate your skin and outfit.

Today, we want to share some tips how to choose bawal colour selection according to skin tone. [See less](#)

You and 1 other

Write a comment...
Press Enter to post.

Soft sell (14)

OIL STAIN?

HOW TO GET RID OF IT?

1. SPRINKLE THE POWDER OVER THE BAWAL'S OIL STAIN.
2. WAIT 10 MINUTES.
3. RUB IN THE OIL STAINS THAT HAVE BEEN SPRINKLED WITH THE POWDER AND BODY SOAP.
4. RINSE THOROUGHLY WITH WATER.

ZALIAHIJAB

Zahlia Hijab
27 June at 16:04 · 🌐

Good evening bawal lovers ❤️

Ladies, we have found the perfect way to clean hijabs of makeup and oil stains and we are so excited to share it with you all! Just follow step-by-step process on how you can get your hijabs looking brand new.

Here we have listed the four top methods to clean your hijabs.

Good luck ✨ See less

👤 Izah Nabilah

👍 Like 💬 Comment ➦ Share

🗨 Write a comment...
Press Enter to post.

Soft sell (15)

THIS OR THAT

Cotton

- This type of bawal is easy to style because it is easy to shape on the face and is cool and neatly located when styled.

SATIN

- This satin type hijab material is also quite difficult to style. But it looks luxurious and feminine. If wrapped around the head will look neat and located. One of the ways to choose this satin veil is to make sure the inside of this satin veil is matte or not slippery.

You can choose the material according to your comfort 😊

HAVE A GOOD DAY EVERYONE 🥰 See less

👤 You and 2 others

🗨 Write a comment...
Press Enter to post.

ZALIAHIJAB

Soft sell (16)

- Relevant graphics to each post/copywriting



- Sales Report

DuitNow / Transfer Money Acknowledgement

✓ Successful Ref 682588276 10 Jul 2022, 01:08:17 pm

To	Amount
Account Number 03045022483908	MYR 23.00
Recipient Name CIK NUR ALYAA ATIQA BINTI SHUHAIMI	Bank charges MYR 0.00
Bank Name BANK ISLAM MALAYSIA BERHAD	
Transfer Type To Other Banks or E-Wallet	Payment Type Fund Transfer
Transfer Method DuitNow to Account (Instant Transfer)	

Transaction Instruction

Recipient Reference
ZAHLIAHIJAB

When	Repeat
Date Today	No

Total MYR **23.00**

The customer paid RM15 + RM8 (postage) for Bawal square cotton with beads.

DuitNow / Transfer Money Acknowledgement

✓ Successful Ref 685442400 12 Jul 2022, 03:35:55 pm

To	Amount
Account Number 03045022483908	MYR 18.00
Recipient Name CIK NUR ALYAA ATIQA BINTI SHUHAIMI	Bank charges MYR 0.00
Bank Name BANK ISLAM MALAYSIA BERHAD	
Transfer Type To Other Banks or E-Wallet	Payment Type Fund Transfer
Transfer Method DuitNow to Account (Instant Transfer)	

Transaction Instruction

Recipient Reference
ZAHLIAHIJAB

When	Repeat
Date Today	No

Total MYR **18.00**

The customer paid RM10 + RM8 (postage) for Bawal square cotton plain.

Thank You,
Here's your receipt.



GIRO/DuitNow Transfer Successful

Reference ID
649472256M
12 Jul 2022 13:53:25

Beneficiary Name
zahlia

Beneficiary Account Number
03045022483908

Receiving Bank
BANK ISLAM MALAYSIA

Recipient Reference
ZAHLIAHIJAB

Amount
RM 28.00

Note: This receipt is computer generated and no signature is required.

The customer paid RM20 + RM8 (postage) for Bawal square printed.

vi. CONCLUSION

To conclude, Zahlia Hijab is a business that we would like to expand further in the future. We want to gain more knowledge, despite the fact that we are still students. By opening a business selling this hijab, we are proud to be able to help more women who like to wear the “Tudung Bawal”. We are also very happy to be able to sell this at a reasonable price, especially among students like us.

Besides that, having a Facebook profile for our company allows us to promote it more broadly and connect with more of the customers we are after. By studying this ENT subject, we learn more in-depth information about soft sales, hard sells, and teasers. Following the promotion of these items on Facebook pages, we have noticed an increase in customers. And that is how we were able to get the sales we desired. As a business owner, we recognise the advantages of internet businesses for modern marketing, and while handling this project, we also made some money. We hope that this will draw more attention to our hijab company.

By completing this Social Media Portfolio, we gained a lot of experience and knowledge. In order to serve the requirements and wants of our customers while maintaining the quality and affordability of our product, we will do everything in our power to win their continued brand loyalty. Last but not least, social media is currently the best medium for customer engagement and it supports the growth of our businesses at this time. Through this Social Media Portfolio project, we learned how to manage our own business in real life, attract online users' attention, advertise our brand, and interact with clients. In our opinion, Facebook has a tonne of business tool capabilities that, in our opinion, are really useful for managing online businesses.