



SOCIAL MEDIA PORTFOLIO

The Stunning Glamour Scarf

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (HONS)
ENTREPRENEURSHIP & BA233 3A

SEMESTER & GROUP: SEMESTER 3 & GROUP 1

PROJECT TITLE: SOCIAL MEDIA PORTFOLIO

NAME: HALIMATUN SAADIAH BINTI SAAD (2021121589)

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ACKNOWLEDGEMENT

Alhamdulillah, with all praise be to Allah Almighty, we would like to express our gratitude to Allah for being able to complete the task given to us, which is feasibility analysis. This task has been completed thanks to the cooperation between the four of us which are represented by Halimatun Saadiah, and Siti Athirah Hannah despite being overwhelmed by various challenges while trying to complete this task. Fortunately, all the issues were resolved, and we were able to adjust effectively and prudently.

Therefore, do not forget our lecturer, Puan Norfazlina Binti Ghazali who always helps and gives views on this project, without her this project will not be able to implement well. She constantly encourages us and shows us how to do our assignments to create a decent result from the study. She also always instructs and guides us to ensure that we learn all we need to know while working on this assignment.

Finally, we want to express our gratitude to our dear buddy who has always stuck together and worked hard to deliver a fantastic assignment with all the resources and responsibilities. Hope that all the funds will be beneficial to us and our group effort. Thank you also to all our classmates for your assistance in completing our group. They are always providing us with suggestions and feedback on our product, allowing us to develop it in a variety of ways.

EXECUTIVE SUMMARY

The Stunning Glamor Scarf sells various types of scarves that have various colors and patterns that gives high satisfaction on consumers. Most importantly all the materials we sell are high quality and cool when worn. The product that The Stunning Glamor Scarf offers is Bawal Cotton, Soraya Cotton Curve, Elena, Cotton Shawl, Sulam Shawl Kencana and others.

For our company, The Stunning Glamor Scarf has a slogan that is "A Woman In A Hijab Is Like A Pearl In Its Shell" it symbolizes to our beloved customers. The major purpose for the company is to give a high-quality hijab with a diversity of patterns with inexpensive and acceptable rates with elegant appearance ready to wear on our consumers.

On April 12, 2022, we launched our internet company utilizing a Facebook Page-based social media platform. Our intended consumers are students as we are next to campus. In addition, we also target all ladies out there, teenage girls and adults. We also make many promotions, especially on celebration days such as Raya Aidilfitri, Raya Aidiladha, etc. Price offered at The Stunning Glamor Scarf very cheap and worth it.



Certificate of Completion

This acknowledges that

Halimatun Saadiah Binti Saad

has successfully completed

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Level 1 – Go Digital

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Certificate of Completion

This acknowledges that

Siti Athirah Hannah Binti Ibrahim

has successfully completed

eUsahawan Course

Level 1 – Go Digital

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MASMED YOUNG ENTREPRENEUR (MyENT)

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Program Pengajian : IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
KEUSAHAWANAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Pakaian dan Kelengkapan
Tempoh Berniaga : 4 Bulan
No. Pendaftaran Perniagaan : EZ02202008270013
URL Perniagaan : <https://www.facebook.com/Rainbow-Scarf-107064571978291/>
Alamat Premis Perniagaan : -
Tarikh Mendaftar : 15 Apr 2022
Tarikh Kemaskini :
Tarikh Cetak : 03 Jul 2022

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.

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PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM



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KEUSAHAWANAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Pakaian dan Kelengkapan
Tempoh Berniaga : 4 bulan
No. Pendaftaran Perniagaan : EZ02202204131248
URL Perniagaan : <https://www.facebook.com/Rainbow-Scarf-107064571978291/>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 15 Apr 2022
Tarikh Kemaskini :
Tarikh Cetak : 15 Apr 2022

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.

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.

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PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM



BORANG D (KAEDAH 13)

**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**THE STUNNING GLAMOUR SCARF
NO. PENDAFTARAN: 202203107989 (CA0345623-A)**

telah didaftarkan dari hari ini sehingga **25 APRIL 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **26 APRIL 2022**.

DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

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 : THE STUNNING GLAMOUR SCARF
NO PENDAFTARAN : 202203107989 (CA0345623-A)
ALAMAT UTAMA PERNIAGAAN :

BENTUK PERNIAGAAN : PERKONGSIAN
TARIKH MULA BERNIAGA : 21-04-2022
TARIKH PENDAFTARAN : 26-04-2022
TARIKH LUPUT PENDAFTARAN : 25-04-2023
STATUS : AKTIF

**** JENIS PERNIAGAAN ****

TUDUNG

**** MAKLUMAT CAWANGAN ****

*** TIADA CAWANGAN ***

Nama Perniagaan : THE STUNNING GLAMOUR SCARF
Nombor Pendaftaran : 202203107989 (CA0345623-A)



**** MAKLUMAT PEMILIK PERNIAGAAN TERKINI ****

NAMA : SITI ATHIRAH HANNAH BINTI IBRAHIM
ALAMAT KEDIAMAN :

NO K/P (LAMA) :
NO K/P (BARU) :
TARIKH LAHIR :
BANGSA : MELAYU
JANTINA : PEREMPUAN
KEWARGANEGARAAN : WARGANEGARA MALAYSIA
TARIKH MASUK : 21-04-2022

NAMA : HALIMATUN SAADIAH BINTI SAAD
ALAMAT KEDIAMAN :

NO K/P (LAMA) :
NO K/P (BARU) :
TARIKH LAHIR :
BANGSA : MELAYU
JANTINA : PEREMPUAN
KEWARGANEGARAAN : WARGANEGARA MALAYSIA
TARIKH MASUK : 21-04-2022

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

PENDAFTAR PERNIAGAAN, SEMENANJUNG MALAYSIA
TARIKH : 26/04/2022

DOKUMEN INI ADALAH CETAKAN KOMPUTER. TANDATANGAN TIDAK DIPERLUKAN.

1.0 INTRODUCTION OF BUSINESS

1.1. Name And Address of Business

The Stunning Glamour Scarf is the name of our business. The idea is taken from the colour of the rainbow which reflects the colour of the hijab and further highlights the beauty of the wearer. We were inspired to start this business because many women out there love the hijab that is quite modern and easy to style. Therefore, we started doing research and looking for a supply of scarves to sell as drop shipper. The price of the scarves sold by us is also very affordable and pocket-friendly with high quality of materials because we want all the customers who buy with us to be satisfied and will repeat buying in the future.

Our business is located at No 39, Jalan Nuri 7/7, Kota Damansara, 47810 Petaling Jaya, Selangor. For our business, we only create product ads to post to Facebook. Meanwhile, stock storage and delivery will be done by stockists. We just need to take the customer's order and will submit it to the stockist for shipment. Besides that, our business can be reached through WhatsApp's number which is 013-6941113 and we promote our product through social media such as Facebook.

Name Of Business	The Stunning Glamour Scarf
Business Address	
Business Email	
Contact Number	
Form Of Business	Partnership
Main Activity	Selling scarf and inner
Date Of Commencement	21 April 2022
Date Of Suruhanjaya Syarikat Malaysia (SSM)	26 April 2022
Name Of Bank	Maybank
Account Number	

Table 1.1: Business Information of The Stunning Glamour Scarf

1.2. Organizational Chart

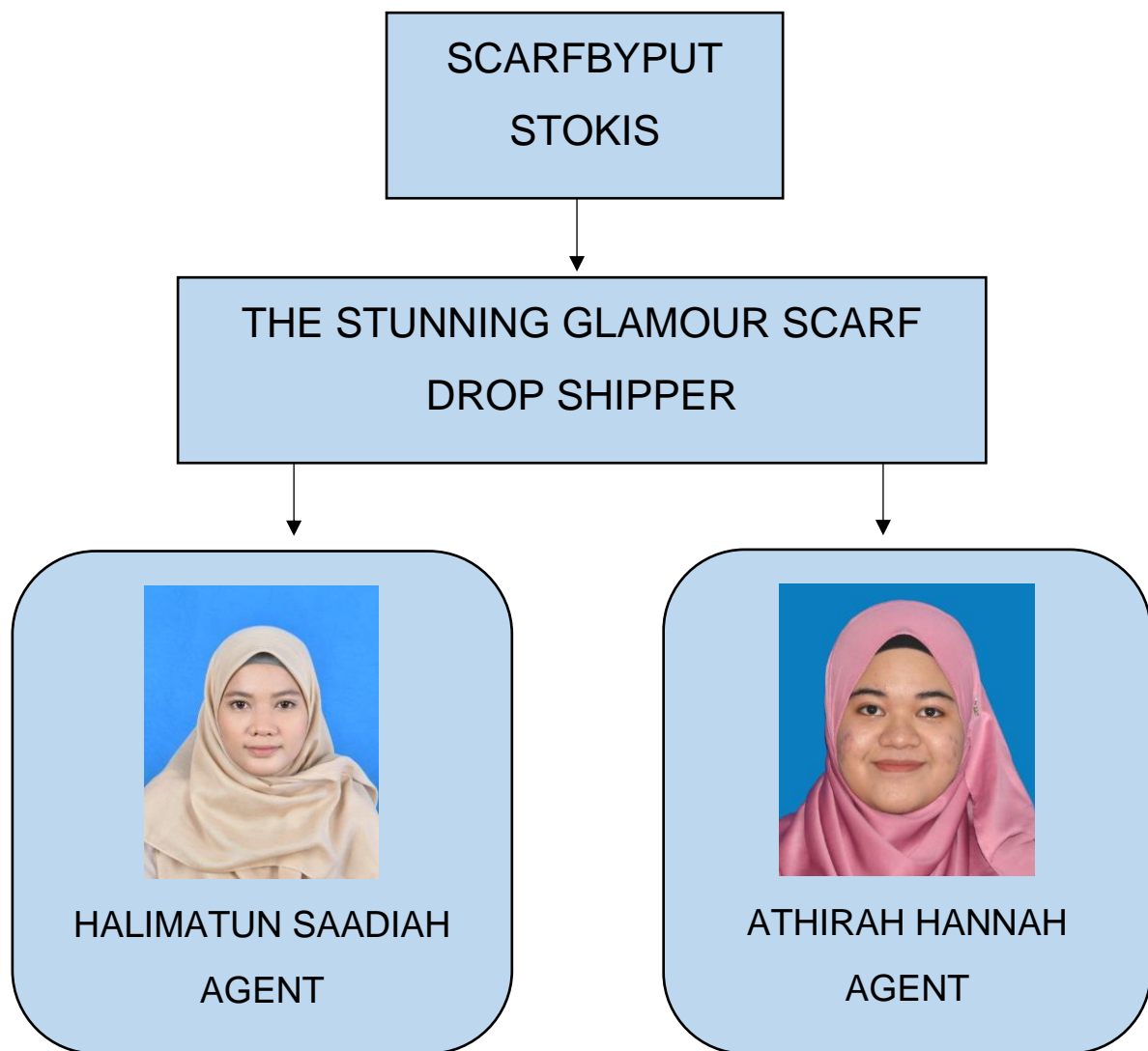


Figure 1.1: Organizational Chart

The Stunning Glamour Scarf is a partnership business, and this business was managed by two people, Athirah Hannah and Halimatun Saadiah. This business is managed by both of us, and we share all the profits. Therefore, this business is a drop shipper under Scarfbyput. That is why our organizational chart consists of two companies.

1.3. Mission and Vision

Mission

- To consistently create high-quality, reasonably priced products that add value for our clients, staff, shareholders, and society as a whole.
- Make products that match products on the market.
- Meet customers' tastes and create proactive entrepreneurs.

Vision

Our vision is to become a leading maker of premium goods in Malaysia and a listed company in Asia.

1.4. Descriptions Of Products and Services

The Stunning Glamour Scarf is a drop shipper company. The business we run is to sell various types of scarves, such as shawls and bawal. In addition, we also sell scarf accessories such as an inner scarf. The fabric material used is high quality and quite premium. In addition, the hijab sold by us is very comfortable to wear, not too hot, and suitable for all Asian hijabists. The use of premium cotton fabric and premium cotton voile fabric allows our skin to breathe and not get hot. The Stunning Glamor Scarf can promise that the material used is premium cotton, which is superior to conventional cotton as it has a higher level of comfort and durability. It also uses premium cotton voile material, which is a transparent or light cotton fabric with a fine crunch.

Next, the scarves sold by us also follow the current fashion trends. For example, the trend of wearing an embroidered hijab, regardless of whether it is a bawal or a shawl, is very popular nowadays. So, we decided to produce the design of the pattern, which is embroidery. This is because we think that it might be good for our clients to always place themselves in current trends.

In addition, the hijabs sold by us come with so many benefits to provide convenience to every hijabist. For example, we provide many patterns, various types of fabric materials, and various interesting colours for the types of bawal and shawls. Not only that, but our scarves are also very comfortable and ironless to facilitate our potential customers who may not have enough time to iron the scarves.

While we promise our potential customers the best quality of our products, we are committed to offering the most affordable prices our customers can afford. All the scarves sold are very pocket-friendly for buyers because the price is very cheap and has quality fabric material and is suitable for all sections of society. By finding this, we can attract more customers to buy and wear our products.

1.5. Price List

NO	PRODUCT NAME	PRICE
1.	Kayla Chiffon Voile	RM16
2.	Bawal Cotton Baesic	RM10
3.	Mawar Shawl	RM20
4.	Selena Pleated Shawl	RM20
5.	Bawal Tyra	RM16
6.	Elena Cotton Shawl	RM20
7.	Soraya Bawal Cotton Curves	RM23
8.	Bawal Premium Cotton Printed	RM35
9.	Premium Cotton Voile	RM35
10.	Anggun Collection Premium Shawl	RM25
11.	Wulan Satin Silk	RM25
12.	Sulam Kejora Shawl	RM75
13.	Sulam Shawl Kencana Sari	RM69
14.	Bawal Sulam Mahsuri	RM39
15.	PREMIUM JERSEY SHAWL	RM20
16.	Printed Shawl	RM20
17.	Inner Serkop	RM8

Table 1.2: Product Price

2.0 FACEBOOK (FB)

2.1. Creating Facebook (FB) Page

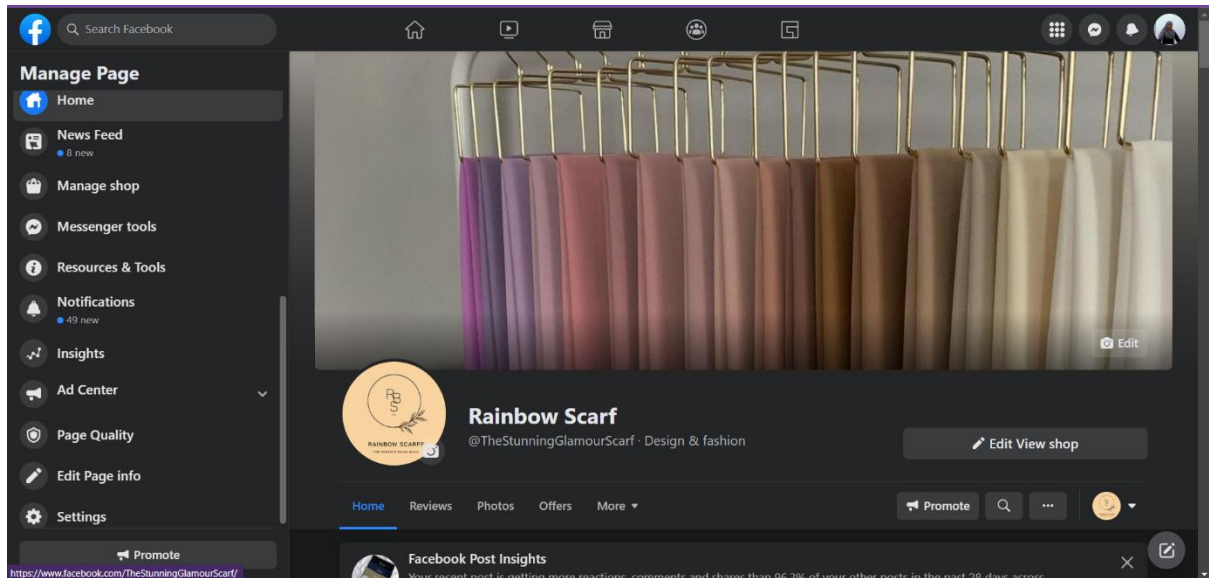


Figure 2.1: Facebook Page

2.2. Customizing URL Facebook (FB) Page

Rainbow Scarf Facebook username: @TheStunningGlamourScarf

The customized URL: <https://www.facebook.com/TheStunningGlamourScarf>

2.3. Facebook (FB) Post – Teaser

Teaser campaigns are intended to provide sneak peeks at items and information to act as hints, which raises anticipation before our launch. In this manner, customers will be eager to share or purchase the product on the big day.

TEASER 1



Rainbow Scarf sedang 😊 berasa teruja.
23 Jun jam 9:54 PG · 🌐

COMING SOON !!
NEW COLLECTION !!
RELEASE SOON !!

Assalamualaikum and Hi,
.
.
Nantikan keluaran terbaru rainbow scarf.
.
.
Insya-Aallah by today kita akan release new collection 😊
.
.
Istimewa untuk seluruh hijabis 🤲
.
.
Stay tunes okey 🍷

THE STUNNING GLAMOUR SCARF

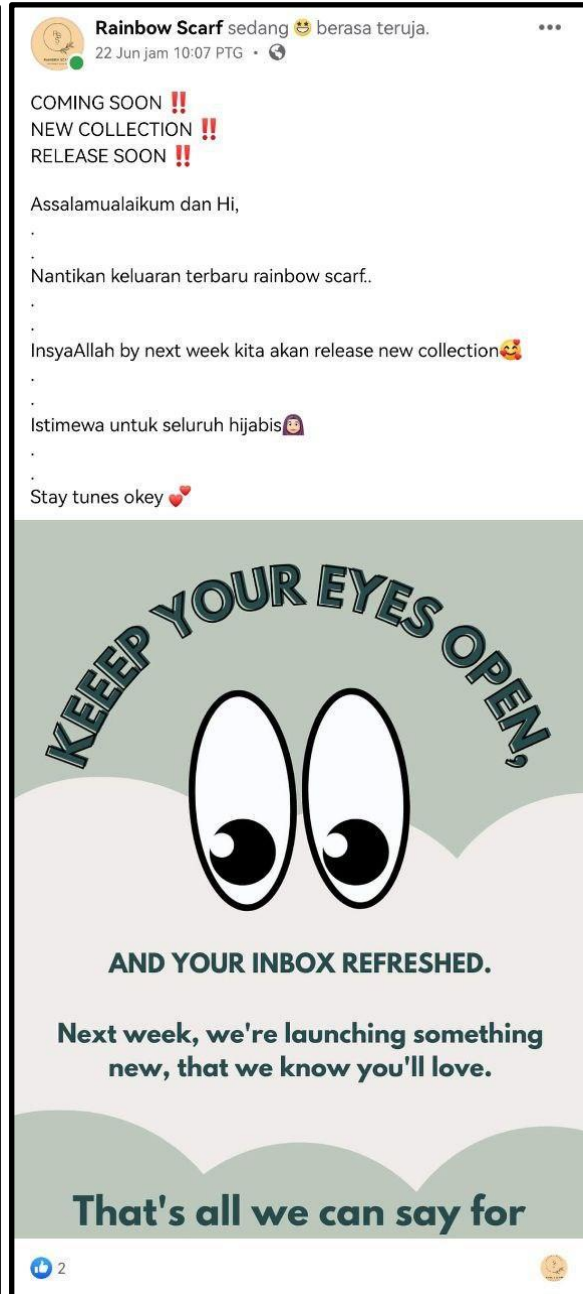
*Stay
JUNE!*

**BIG ANOUNCEMENT
COMING SOON**

FOR MORE INFORMATION
CONTACT US AT WHATSAPP
Athirah - 0136941113

Anda, Nor Anishah dan 3 yang lain

TEASER 2



Rainbow Scarf sedang 😊 berasa teruja.
22 Jun jam 10:07 PTG · 🌐

COMING SOON !!
NEW COLLECTION !!
RELEASE SOON !!

Assalamualaikum dan Hi,
.
.
Nantikan keluaran terbaru rainbow scarf.
.
.
InsyaAllah by next week kita akan release new collection 😊
.
.
Istimewa untuk seluruh hijabis 🤲
.
.
Stay tunes okey 🍷

KEEP YOUR EYES OPEN!

AND YOUR INBOX REFRESHED.

**Next week, we're launching something
new, that we know you'll love.**

That's all we can say for

2

TEASER 3

Rainbow Scarf
4 Jun jam 8:39 PTG

COMING SOON !!
New Collection
RELEASE SOON !!

Assalamualaikum dan Hi,
Nantikan keluaran terbaru rainbow scarf.
InshaAllah by next week kita akan release new collection 🥰
Istimewa untuk seluruh hijabis 🤲
Stay tunes okey 🍷



COMING SOON
Stay tune

@Rainbow Scarf
Video Tidak Mempunyai Bunyi
The Stunning Glamour Scarf

Anda, Nor Anishah dan 4 yang lain

TEASER 4

Rainbow Scarf sedang 😊 berasa teruja.
23 Mei jam 5:22 PTG

STAY TUNED!!!




STAY TUNED!
BIG ANOUNCEMENT
COMING SOON

Anda dan 5 yang lain

TEASER 5

Rainbow Scarf sedang 😊 berasa teruja.
24 Mei jam 7:02 PTG



STAY TUNED!

BIG ANOUNCEMENT COMING SOON

Thanks!

Anda, Nor Anishah dan 4 yang lain

TEASER 6

Rainbow Scarf sedang 😊 berasa menyenangkan.
28 Mei jam 1:23 PTG

Stay with us if you want to know what comes next... Thank you for supporting us 🙏



THE STUNNING GLAMOUR SCARF

STAY TUNED!

BIG ANOUNCEMENT COMING SOON

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



Anda, Nor Anishah dan 5 yang lain

TEASER 7



Figure 2.2: Teaser the Stunning Glamour Scarf

2.4. Facebook (FB) Post – Copywriting (Hard Sell)

A hard sale aims to persuade a customer to make a short-term purchase of a product or service. To swiftly generate a lead or close a sale, hard selling includes being direct, aggressive, and forward-thinking. The absolute best sales proposal, which frequently only has one opportunity to succeed, is what sellers rely on. The client is typically under a lot of pressure during hard sales.

HARD SELL 1

Rainbow Scarf
23 Apr jam 11:39 PG · 🌐

Bawal Cotton Baesic only at RM10.00 !!

Material : Cotton Voile
Measurements : Bidang 45

- Senang bentuk
- Basic bawal
- Tak jarang
- Awning on point

PRICE : RM10.00 each 🔥 (Exclude Postage)

- ✗ sour plum
- ✗ sage green
- ✗ sky
- ✗ sage
- ✗ nuddy pink
- ✗ matcha
- ✗ lime dust
- ✗ lavender
- ✗ hazel green
- ✗ espresso

Kalau berminat atau mempunyai sebarang pertanyaan boleh tekan link whatsapp di bawah 🙋🏻👉
<http://www.wasap.my/+60136941113>

Anda dan 6 yang lain

HARD SELL 2

Rainbow Scarf
20 Apr jam 9:29 PTG · 🌐

RAMADAN SALE ❤️

BAWAL PREMIUM COTTON PRINTED
Harga Asal : RM35 tapi harini kami bagi harga RM29.

LAGI KAMI BAGI DENGAN PEMBELIAN 4 HELAI, DPT INNER SNOWCAP

Klik link di bawah utk hubungi team jualan Rainbow Scarf. Nak tanya-tanya je dulu pun tak apa, kami sedia membantu 😊

www.wasap.my/+60136941113/preramadansale

www.wasap.my/+60136941113/preramadansale

www.wasap.my/+60136941113/preramadansale

Hayat Zahir dan 8 yang lain

HARD SELL 3

Rainbow Scarf
20 Apr jam 5:54 PTG · 🌐

Ramadhan tahun ni sangat istimewa 😊 Dah dua tahun kitaaa.....sambung lah ayat, tak tahan sebak sangat 😭

Koleksi Pre-Ramadhan dari Danisha Scarves, khas sempena meraikan Ramadhan Teristimewa 2022/1443H ❤️


BAWAL PREMIUM COTTON PRINTED
Harga Asal : RM35 tapi harini kami bagi harga RM29.

LAGI KAMI BAGI DENGAN PEMBELIAN 4 HELAI, DPT INNER SNOWCAP

Klik link di bawah utk hubungi team jualan Rainbow Scarf. Nak tanya-tanya je dulu pun tak apa, kami sedia membantu 😊

www.wasap.my/+60136941113/preramadansale
www.wasap.my/+60136941113/preramadansale
www.wasap.my/+60136941113/preramadansale

PS - Mak, ayah, tunggu kami semua pulang kita sambut Ramadan Teristimewa tahun ni ya! 2022/1443H



👍 Shafiq Suib dan 12 yang lain

HARD SELL 4

Rainbow Scarf
20 Apr jam 5:55 PTG · 🌐

Ramadhan tahun ni sangat istimewa 😊 Dah dua tahun kitaaa.....sambung lah ayat, tak tahan sebak sangat 😭

Koleksi Pre-Ramadhan dari Danisha Scarves, khas sempena meraikan Ramadhan Teristimewa 2022/1443H ❤️

BAWAL PREMIUM COTTON PRINTED
Harga Asal : RM35 tapi harini kami bagi harga RM29.

LAGI KAMI BAGI DENGAN PEMBELIAN 4 HELAI, DPT INNER SNOWCAP

Klik link di bawah utk hubungi team jualan Rainbow Scarf. Nak tanya-tanya je dulu pun tak apa, kami sedia membantu 😊

www.wasap.my/+60136941113/preramadansale
www.wasap.my/+60136941113/preramadansale
www.wasap.my/+60136941113/preramadansale

PS - Mak, ayah, tunggu kami semua pulang kita sambut Ramadan Teristimewa tahun ni ya! 2022/1443H



👍 Shafiq Suib dan 9 yang lain

HARD SELL 5

Rainbow Scarf
17 Apr jam 10:26 PTG

Soraya Bawal Cotton Curves


Material : High quality voile cotton
Type : square scarf with end curves
Measurements : bidang 50
• awning on point
• boleh adjust labuh

Price : RM23 each

SALE COMBO 2 HELAI RM40 🔥🔥

- ~~X~~ cadet
- ~~X~~ graycloth
- ~~X~~ sweet blue
- ~~X~~ glory
- ~~X~~ dusty rose
- ~~X~~ soil
- ~~X~~ vanilla
- ~~X~~ dusty mint
- ~~X~~ Tiffany
- ~~X~~ Butter toast
- ~~X~~ buscoti
- ~~X~~ lilac

Berminat boleh tekan link dibawah 🙋👉
<http://www.wasap.my/+60136941113>



Shafiqa Suib dan 11 yang lain

HARD SELL 6

Rainbow Scarf
17 Apr jam 9:05 PTG

New Restock : Elena Cotton Shawl


Type : Shawl
Material : Pure Cotton
Measurements : 1.8mx0.75m
Finishing : Babyseam
Opacity : 8.5/10
• senang bentuk
• sejuk & lembut
• tak jarang

PRICE : RM20.00

SALE COMBO 2 HELAI RM35 🔥

- ~~X~~ clay
- ~~X~~ deep ocean
- ~~X~~ guava
- ~~X~~ iceberg
- ~~X~~ kiwi
- ~~X~~ lovely
- ~~X~~ petals
- ~~X~~ papaya
- ~~X~~ rose
- ~~X~~ smokey ash

Boleh tekan link whatsapp di bawah 🙋👉
<http://www.wasap.my/+60136941113>



Shafiqa Suib dan 11 yang lain

HARD SELL 7

Rainbow Scarf
17 Apr jam 6:50 PTG

Bawal Tyra

Type : Bawal Cotton Batu Tabur
Material : Cotton Voile
Measurements : Bidang 45
Finishing : Babyseam
Opacity : 8.5/10
• senang bentuk
• Batu Shinning
• Lembut


Price : RM20.00 each 🔥
(belum termasuk pos)

SALE COMBO 2 HELAI RM35 🔥

✗copper
✗cream nude
✗dusty green
✗gallant
✗gummy
✗khaki green
✗mash latte

Berminat boleh tekan link dibawah 📌👉

<http://www.wasap.my/+60136941113>



HARD SELL 8

Rainbow Scarf
Kha jam 10:37 PTG

Hai pencinta tudung ❤️❤️

Hurry! Limited stock only 🙏🙏 for Bawal Cotton Cotton on point !!

Grab yours now... !!


Material: Cotton Voile
Measurements: Bidang 45
Senang bentuk
Basic bawal
Tak jarang
Awning on point

✓PRICE: RM10.00 each 🔥
✓BEST COMBO: 10 HELAI RM65.00

GRAB YOURS NOW 📌

Apa tunggu lagi marilah check out sekarang !!!

Click link dibawah 📌👉
<http://www.wasap.my/+60136941113>



HARD SELL 9

Rainbow Scarf
Kha jam 2:57 PTG

"Best sangat tudung bawal Soraya Cotton Curve ni. Selalu kita beli tudung cotton mesti pekak telinga lah dan susah bentuk. Tapi Soraya Bawal Cotton Curves ni onzz dan happy sangat."

Kenapa perlu dapatkan tudung ni??

- ✓ 27 pilihan warna HOT IN TREND
- ✓ Material High quality voile cotton
- ✓ Tak panas & anti pekak
- ✓ Awning tersangat onz point (Guaranteed)
- ✓ Senang digosok
- ✓ Ukuran bidang labuh (50)

=====

Harga Asal :
=====

1 helai - RM30
=====


HARGA PROMO :
=====

1 Helai - RM24 (jimat RM6)
=====

HARGA KOMBO :
=====

2 Helai - RM47.

BERMINAT.. klik link #Whatsapp di bawah sekarang 😊
<http://www.wasap.my/+60136941113>
<http://www.wasap.my/+60136941113>
<http://www.wasap.my/+60136941113>



1

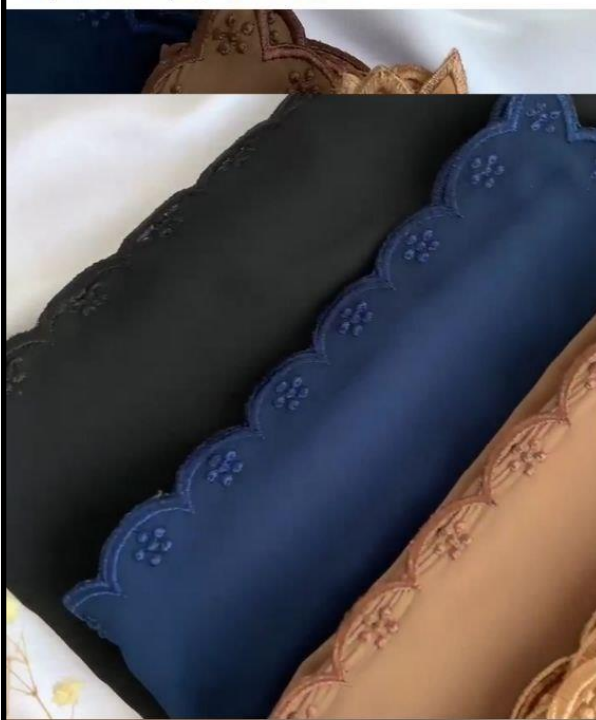
HARD SELL 10

Rainbow Scarf
29 Jun jam 8:43 PTG

SULAM SHAWL KENCANA SARI RM69 SEHELAI UNTUK PROMOSI HARI INI!! ORDER NOW SEMENTARA STOK MASIH ADA

WASAP SEKARANG :
<http://www.wasap.my/+60136941113>

Limited promosi
Material kain sejuk & mudah berbentuk Flowy
Saiz 1.8M x 0.75M
#limitedpromosi
Terhad hanya kepada 99 orang terawal !!!
Klik link di bawah sekarang!
<http://www.wasap.my/+60136941113>
<http://www.wasap.my/+60136941113>



Video Tidak Mempunyai Bunyi 🔊

1

HARD SELL 11

Rainbow Scarf
29 Jun jam 8:03 PTG

Tawaran hebat promosi hebat 🔥 inner skop viral paling Top masa kini...

Jom dapatkan inner skop sekali sarung dah cantik 😍😍😍
Keluaran SCAFBYPU Collection ini adalah inner skop yang high quality menggunakan premium cotton

- Mudah dibentuk
- Terletak cantik dan kemas
- Confirm melekap di dahi
- Terus gam kat muka
- Dapatkan harga PROMOSI KAW...KAW..🔥🔥

Promo Price : RM8.00 / each
Buy 2 RM15.00
Postage Fee : RM8.00 sm RM13.00ss

Wow 😍😍 dapat kan segera

KLIK SAHAJA LINK INI YANG AKAN TERUS MEMBAWA KEPADA WHATSAPP
USAH TUNGGU-TUNGGU NANTI TAK DAPAT WARNA YANG DIMAHUKAN HAAAAA.....
SAYA TAK TAHU! 😊

<http://www.wasap.my/+60136941113>



• INNER SERKOP •



2

HARD SELL 12

Rainbow Scarf
29 Jun jam 12:04 PTG

"TUDUNG DAH CONFIRM CANTIK, PILIH DULU HARGA DAN PENGHANTARAN BOLEH BINCANG.

KLIK LINK WASAP SINI <http://www.wasap.my/+60136941113>

Design2 pun cun MELETOPS 🔥🔥, confirm x kan jumpa kat tempat lain. Nak pakai pergi office boleh, nak keluar jalan2 dgn family pun blh.

Nak hadiahkan kepada orang yang tersayang pun boleh ❤️❤️❤️


APA YANG BESTNYA KENCANA SARI NI??

Material

- ★ LABUH depan & belakang boleh adjust
- ★ Design dan warna dah sememangnya cantik
- ★ ANTI TEMBAM dan awning on point
- ★ Fabric tidak jarang

KLIK LINK dibawah untuk dapatkan koleksi Kencana Sari
<http://www.wasap.my/+60136941113>
<http://www.wasap.my/+60136941113>
<http://www.wasap.my/+60136941113>

Pst.. dengarnya tengah Promosi
RM 69 SAHAJA
BUY 4 free exclusive Box



Video Tidak Mempunyai Bunyi 🔊x

1

HARD SELL 13

Rainbow Scarf
28 Jun jam 10:01 PTG

Bismillah Bawal Sulam Mahsuri Now Released !
Material premium soft cotton voile awning segak terbentuk.

Yang dah ditunggu - tunggu sudah pun tiba.
Eh awak dah ada pilihan warna ke belum tu ?

Sekarang kami sedang membuat harga promosi 🙏
Grab tudung pilihan anda sebelum kehabisan stok 🙏

Hanya RM39 sahaja dan anda akan jimat RM16 🙏

Apa tunggu lagi marilah check out sekarang !!!
Click link dibawah 😊

<http://www.wasap.my/+60136941113>



3

HARD SELL 14

Rainbow Scarf
28 Jun jam 3:10 PTG

KENCANA SARI SULAM SHAWL
PROMOSI RM69 SAHAJA 🌟

Seperti yg dijanjikan, fenomena sulam shawl ini diteruskan dengan Kencana Sari daripada Rainbow Scarf !
Design yg kemas, minimal dan warna yg menawan, pasti menambat hati!

FEATURES

- Material soft premium chiffon!
- Very Classy & Minimalist
- Easy Iron
- Jahitan sulam kemas!
- Size approx 1.85x0.75m (know ur size!)
- tidak jarang
- labuh adjustable
- LEBIH 20 PILIHAN WARNA!

Terpikat dan terpukau ke tu?

WHATSAPP ADMIN CEPAT
<http://www.wasap.my/+60136941113>



4

HARD SELL 15

Rainbow Scarf
27 Jun jam 11:48 PG

SULAM SHAWL YANG PELBAGAI WARNA RM69 sehelai !!
Ya RM69 sehelai !!

NEW RELEASE : KENCANA SARI
Introduced our Kencana Sari
Stock tersangatla limited !
Our sulam shawl very classy & minimalist.


Material : Soft premium chiffon
Type : Shawl
Measurements: 1.8mx0.75m

Launching Price
Normal price : RM69.00
Buy 4 free exclusive Box

Postage: RM8.00 sm RM13.00 ss

Nak order juga? Klik saja link Whatsapp di bawah ni, tak perlu save number dah

<http://www.wasap.my/+60136941113>



3

HARD SELL 16

Rainbow Scarf
28 Jun jam 10:10 PG

PROMOSI JUALAN PERTENGAHAN TAHUN! 🔥🔥🔥
PILIHAN SEHINGGA 31 WARNA!
TAWARAN SEHINGGA RAYA HAJI SAHAJA!!

Kain sentiasa sejuk walaupun di bawah cuaca panas. Di gabungkan lagi dengan material yang lembut tapi tidak melekap di badan.

Semua ini menjanjikan & memberikan keselesaan seharian anda

KELEBIHAN PREMIUM JERSEY SHAWL:
 ✓ Material kain sejuk & lembut yang penting berkualiti, sesuai dengan cuaca panas seperti di Malaysia
 ✓ Potongan tak ikut bentuk badan & kain tak melekap
 ✓ Kain tak mudah renyuk.
 ✓ Ironless
 ✓ Easy to shape

Type : Shawl
Material : Premium Jersey Shawl
Measurements : 1.8mx0.75m
Finishing : Babyseam
Opacity : 10/10

PRICE: RM20.00 EACH (EXCLUDE POSTAGE)

GRAB YOURS NOW

Postage Fee : RM8.00 sm / RM13.00 ss

Apa tunggu lagi marilah check out sekarang !!!
Click link dibawah

<http://www.wasap.my/+60136941113>



3

HARD SELL 17


Rainbow Scarf
28 Jun jam 10:13 PG · 🌐

#PROMOSI Harga Promo Sempena Bakal Aidiladha !!
Harga Promo Serendah RM69 (JIMAT RM33)
TERHAD UNTUK 50 TERAWAL SAHAJA
Kenapa perlu grab shawl sulam dari kami??

- 🔴 handmade
- 🔴 bukan jahitan pukal / kilang
- 🔴 Setiap jahitan teliti dan penuh kasih sayang

Material: Soft Premium Chiffon
Type: Shawl
Measurements: 1.8mx0.75m
Design terkini up to date

Jika berminat boleh klik link whatsapp
<http://www.wasap.my/+60136941113>



Video Tidak Mempunyai Bunyi 🔊x

👍 3

HARD SELL 18

Rainbow Scarf
24 Jun jam 10:15 PTG · 🌐

Wulan satin silk

A premium satin silk that is perfect you! 😊
The material very flowy & too glossy . 😊
Try now or this wulan will haunt you 🙄

Material : Premium Satin Silk
Measurements : 1.8mx0.75m
opacity : 9/10

! Promo Price only RM25.00 !
! Promo Price only RM25.00 !
! Promo Price only RM25.00 !

Apa tunggu lagi marilah check out sekarang !!!
Click link dibawah 😊

<http://www.wasap.my/+60136941113>



👍 2

HARD SELL 19

Rainbow Scarf
25 Jun jam 11:22 PG · 🌐

Bismillah

Finally we will launch our Inner Serkop !
Inner sedap pakai no 1 MALAYSIA ! Say no to sakit kepala & telinga .

Item : inner serkop
Material : High quality premium cotton
Type : Anak tudung
Stretchable
Lembut

Promo Price : RM8.00 / each
Buy 2 RM15.00

Postage Fee : RM8.00 sm RM13.00ss

Taknak ketinggalan untuk dapatkan koleksi dan promosi dari kami hanya tekan link dibawah

<http://www.wasap.my/+60136941113>

• INNER SERKOP •



3

Figure 2.3: Hard Sell the Stunning Glamour Scarf

2.5. Facebook (FB) Post – Copywriting (Soft Sell)

The goal of soft selling, on the other hand, is to prioritize the quality of the relationship with the consumer over the speed at which the sale may be made. A soft sell is a sales strategy that emphasizes conversational dialogue and delicate persuasion. A soft sell strategy aims to give the prospect a low-pressure sales experience that will make them less likely to reject it due to excessive pushiness.

SOFT SELL 1

Rainbow Scarf
21 Apr jam 10:52 PTG

Jom tengok tutorial satu. Rasanya dah boleh add to cart dekat website tu 😊

Material printed voile ni Insya-Allah semua akan suka sbb ni antara best selling material kita tau. Dan paling best sebab buat la style mcm mana punn tetap nampak onz 🙌

Kalau berminat atau mempunyai sebarang pertanyaan boleh tekan link whatsapp di bawah 🙌
<http://www.wasap.my/+60136941113>

Video of a woman wearing a hijab.

Anda, Hayat Zahir dan 9 yang lain

SOFT SELL 2

Rainbow Scarf
19 Apr jam 12:09 PG

New Restock : Bawal Tyra

Type : Bawal Cotton Batu Tabur
Material : Cotton Voile
Measurements : Bidang 45
Finishing : Babyseam
Opacity : 8.5/10

- Senang Bentuk
- Batu Shinning
- Lembut

Price : RM16.00 each 🍷 (belum termasuk pos)

- ✗ copper
- ✗ cream nude
- ✗ dusty green
- ✗ gallant
- ✗ gummy
- ✗ khaki green
- ✗ lavender
- ✗ mash latte
- ✗ misty gold
- ✗ nude brown
- ✗ nude pink
- ✗ old brown
- ✗ serenity
- ✗ soft thistle
- ✗ yam

Berminat boleh tekan link dibawah 🙌
<http://www.wasap.my/+60136941113>

Video of various scarf color swatches: WESTERNA, ASTILLIAC, LAVENDER, BERRY, SUEDE, MOUSSE, PIONY, SELLE.

Shafiqe Suib dan 9 yang lain

SOFT SELL 3

Rainbow Scarf
16 Apr jam 12:35 PTG

Mawar Shawl

Material : Satin ombra
Type : Shawl
Measuarements : 1.8mx0.75m
Finishing : BabySeam
• Senang bentuk
Opacity : 9.5/10

Price : RM20.00

Boleh tekan link whatapps di bawah

<http://www.wasap.my/+60136941113>



Shafiq Suib dan 9 yang lain

SOFT SELL 4

Rainbow Scarf
17 Apr jam 3:28 PTG

RESTOCK : SELENA PLEATED SHAWL

Material : Heavy Chiffon
Measurements : 1.8m x 0.7m
• Senang Bentuk
• Ironless
• Pleated Halus

PRICE : RM20.00 each

Available

Boleh tekan link whatsapp di bawah

<http://www.wasap.my/+60136941113>



Shafiq Suib dan 8 yang lain

SOFT SELL 5

Rainbow Scarf
15 Apr jam 6:28 PTG

Bawal Cotton Basic only at RM10.00 !!



Material : cotton voile
Measurements : bidang 45

- Senang bentuk
- basic bawal
- Tak jarang
- Awning on point

PRICE : RM10.00 each 🔥 (exclude Postage)

- ~~X~~ sour plum
- ~~X~~ sage green
- ~~X~~ sky
- ~~X~~ nuddy pink
- ~~X~~ matcha
- ~~X~~ lime dust
- ~~X~~ hazel green
- ~~X~~ espresso

Boleh tekan link whatsapp di 📌
<http://www.wasap.my/+60136941113>

Shafiq Suib dan 10 yang lain

SOFT SELL 6

Rainbow Scarf
29 Jun jam 8:45 PTG

Buat apa nak bazir masa untuk iron tudung kalau yang senang macam ni dah ada?
Tambah rugi bila anda uolls yang baca ni tak pernah ada koleksi ELENA COTTON SHAWL

Sekarang kami telah membuat promosi untuk sesiapa yang kali pertama nak miliki koleksi ini.

Taknak ketinggalan untuk dapatkan koleksi dan promosi dari kami hanya tekan link dibawah
<http://www.wasap.my/+60136941113>

Hanya RM20 each 🔥

GRAB YOURS NOW




Shafiq Suib dan 1 yang lain

SOFT SELL 7

Rainbow Scarf
29 Jun jam 8:41 PTG

NEW RELEASE
Yang ditunggu-tunggu telah pun tiba !!!

Anggun Collection with the best material ever special for you.
This colour sumpah cantik sangat!
Korang WAJIB grab hari ini dengan harga "LAUNCHING PRICE"

Material : Premium Matte Silk
Measurements: 1.8x0.75m
Type : Shawl
Ending Curves

🌟 FLOWY
🌟 Easy To Drape

BEST PRICE : 1 FOR RM25.00 🔥
Taknak ketinggalan untuk dapatkan koleksi dan promosi dari kami hanya tekan link dibawah
<http://www.wasap.my/+60136941113>



1

SOFT SELL 8

Rainbow Scarf
29 Jun jam 3:25 PTG

Buat apa nak bazir masa untuk iron tudung kalau yang senang macam ni dah ada?

Tambah rugi bila anda uolls yang baca ni tak pernah ada koleksi ELENA COTTON SHAWL

Sekarang kami telah membuat promosi untuk sesiapa yang kali pertama nak miliki koleksi ini.

Taknak ketinggalan untuk dapatkan koleksi dan promosi dari kami hanya tekan link dibawah 🌟
<http://www.wasap.my/+60136941113>

Hanya RM20 each 🔥

GRAB YOURS NOW



1

SOFT SELL 9

Rainbow Scarf
29 Jun jam 9:47 PG

Which one is your favourite colour?

Anda boleh komen di bawah
We have it all that you want ❤️
Kami menjamin kualiti yang baik 🙌
Just grab now only RM17 🐼🐼🐼
So apa tunggu lagi

Hanya click link yang disediakan untuk purchase
<http://www.wasap.my/+60136941113>

2

SOFT SELL 10

Rainbow Scarf
28 Jun jam 7:54 PTG

Introduced our Sulam Kejora!
Please and please add to shopping list now. 😊
Stock tersangatlah limited guys 🐼!!!

Our Sulam shawl is very classy & minimalist.
Just add to list and grab now
Only RM 75

Just click this link for purchase
<http://www.wasap.my/+60136941113>

4

SOFT SELL 11




Rainbow Scarf
28 Jun jam 7:52 PTG

Soraya Bawal Cotton Curves

Material : High quality voile cotton
Type : square scarf with end curves
Measurements : bidang 50
• awning on point
• boleh adjust labuh

Price : RM23 each

- ✗ black
- ✗ dark raisin
- ✗ plum
- ✗ Fossil
- ✗ Garnet
- ✗ Hickory
- ✗ Maroon
- ✗ Moore

4

SOFT SELL 12

Rainbow Scarf
28 Jun jam 3:14 PTG

Raya Haji dah nak dekat... anda sudah ada pilihan tudung 😞
Adakah anda berminat dengan tudung yang bercorak abstrak, flora dan fauna???

Kami mempunyai pelbagai warna dan corak yang sangat menarik 🥰🥰🥰

Apa tunggu lagi jom pilih tudung yang anda minati
Link untuk purchase kami sediakan di bawah

Just click this link for purchase
<http://www.wasap.my/+60136941113>



4



SOFT SELL 13

Rainbow Scarf
26 Jun jam 9:20 PTG

Introduced our Sulam Kejora 😊😊😊
Please and please add to shopping list now 😊
Stock tersangatlah limited guys !!!

Our Sulam shawl is very classy & minimalist
Just add to list and grab now
Only RM 75 🙏

Just click this link for purchase
<http://www.wasap.my/+60136941113>

3

SOFT SELL 14

Rainbow Scarf
24 Jun jam 1:44 PTG

Which one is your favourite colour?
a) Sand Coral
b) Rachel
c) Steel Blue
d) Carolina
e) Dusty Plum
f) All above

Anda boleh komen di ruangan bawah 🙏



We have it all that you want ❤️

Kami menjamin kualiti yang baik 🙏

Just grab now only RM17 🙏🙏🙏

So apa tunggu lagi...

Hanya click link yang disediakan untuk purchase 🙏
<http://www.wasap.my/+60136941113>

Shafiq Suib dan 3 yang lain


SOFT SELL 15

Rainbow Scarf
23 Jun jam 1:23 PTG · 🌐

Which one is your favourite colour?
a) Cream
b) Peanut
c) Barbie
c) Beach
d) Peach
e) All above

We have it all that you want ❤️
Just grab now only RM 17

Hanya click link yang disediakan untuk purchase
<http://www.wasap.my/+60136941113>



👍 Nor Anishah dan 2 yang lain

SOFT SELL 16

Rainbow Scarf
28 Jun jam 1:15 PTG · 🌐

Kak, dah tengok tengok tudung kami??
Apa lagi meh la beli, semuanya cantik-cantik dan pelbagai warna 🥰🥰🥰
Nanti habis warna akak nak nanti kesian akak. Hehe 😊😊
Ada lagi ni kak, selagi stok masih ada
2 helai RM50 je 🔥
Kami ada 23 warna boleh pilih ye kak
Nak cuci cuci mata meh dan nak order meh klik bawah ni ya 🙌
<http://www.wasap.my/+60136941113>



👍 4

Figure 2.4: Soft Sell the Stunning Glamour Scarf

2.6. Sales Report

Go-eCommerce										
Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
The Stunning Glamour Scarf	21/04/2022	online	Social Media		38				RM30 for price bawal cotton (Offwhite, Misty grey, Premium coco) RM8 for postage	14/05/2022
The Stunning Glamour Scarf	16/06/2022	online	Social Media		57				Bawal Cotton Voile Blush Vanilla Orchid Swan Honey	03/07/2022
The Stunning Glamour Scarf	25/06/2022	online	Social Media		107				Wulan Satin Silk Salmon Black Navy Almond Crepe	03/07/2022
The Stunning Glamour Scarf	28/06/2022	online	Social Media		65				Collection Daniella Paris Sydney	03/07/2022
The Stunning Glamour Scarf	01/07/2022	online	Social Media		42				Bawal Tyra Watermelon Ash Lilac	03/07/2022
The Stunning Glamour Scarf	01/07/2022	online	Social Media		157				Sulam Kejora Akasia Ara	03/07/2022

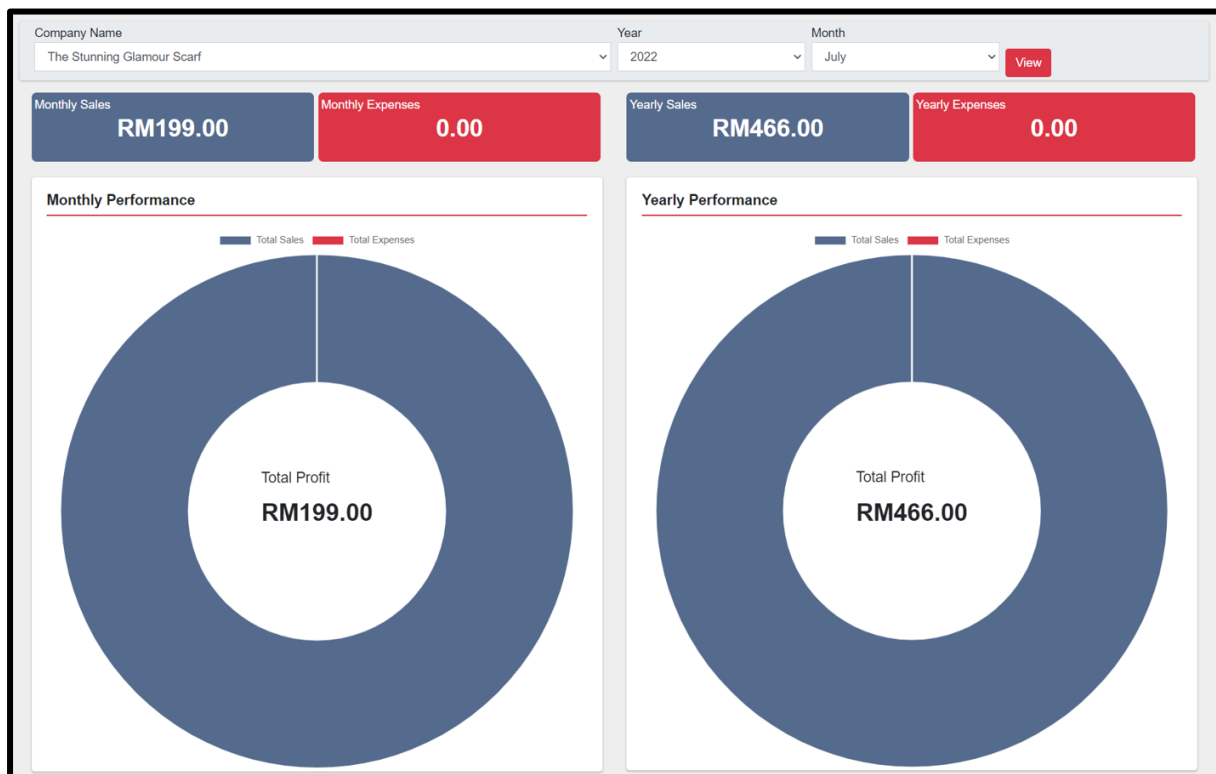


Figure 2.5: Sales Reports the Stunning Glamour Scarf

3.0 CONCLUSION

Hope The Stunning Glamour Scarf will be progressed smoothly in the future. Our target is that we want to achieve high profit in the involvement of this business even though there are many rivals exist. Unfortunately, with the good cooperation with all the subordinates we manage to compete with the rivals as fair and square.

We hope that with our dedication and hard work, The Stunning Glamour Scarf will achieve our vision to make sure our company will become a leading maker of premium goods in Malaysia and a listed company in Asia. Besides that, we hope our company can produce the great shawl and bawal that no one can match with our product.

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APPENDICES

