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FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) TRANSPORT

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO:

DIANASHAWL.TSYA

GROUP:

ENT530K – GROUP 1

PREPARED BY:

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SUBMISSION DATE:

31 JULY 2022

ACKNOWLEDGEMENT

In the name of Allah, the Beneficent, The Merciful. Praise be to Allah (The Almighty) for the blessing given to us so that we can finally complete this work. Peace and Blessing be upon the lovely prophet Mohammed, Peace be upon Him. We would like to express our gratitude to all those who supported us and helped in the preparation for this group assignment, we had to take the help and guidance of some respected persons, who deserve our deepest gratitude.

As the completion of this assignment gave us much pleasure, we would like to show our gratitude to Sir Raslan Bin Nordin, Lecturer for ENT530 Principles of Entrepreneurship, for giving us good guidelines for assignment throughout numerous consultations. We would also like to expand our gratitude to all those who have directly and indirectly guided us in writing this assignment. Many people, especially our classmates have made valuable suggestions on this assignment which inspired us to improve the quality of the assignment.

Thank you.

EXECUTIVE SUMMARY

In this subject which is Introduction to Entrepreneurship, students are required to choose any of the products locally or internationally to sell on social media platforms. The purposes of the assignment are to create credibility and also business skills among the students. The purpose can be achieved because in this assignment as well, students need to make sales, promote the products, manage the delivery and money, and also the operation of businesses.

This social report included all the essential things that have been stated in the guidelines as well. It includes the teasers, hard sells, and soft sell posting, graphics, Facebook URL, company profile, logo, and product description. The purpose of choosing Facebook as the main social media to promote the products is that the platform is well known globally and almost all of the world's population has their own Facebook page as well as Malaysians. Before the new generation of social media appeared, Facebook was one of the first social media sites to be made available to the public. Social media is reportedly a useful tool for introducing our items, making marketing a simple alternative to face-to-face interactions with our clients.


Having used Facebook as the primary platform, we can attest that it is the finest option for promoting our items. All Facebook users can search, buy things, interact, and promote thanks to the convenience that has been implemented there. Therefore, using this platform to market our products and generate sales is the greatest option for this task.

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1.0 GO-ECOMMERCE REGISTRATION

PERSONAL PROFILE
BUSINESS PROFILE



NUR BATRISYIA BINTI MOHD SHAMSUNIZAM

Personal Information

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

Institution Information

[Add New](#)


Institution Information

[Add New](#)

UITM Puncak Alam - Entrepreneurship Semester Mar 2022

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	
			Postcode	:	42300	
District of Institution	:	Kuala Selangor	Study Status	:	Full time	Edit Delete
Level of Study	:	Bachelor Degree	Class Name	:	ENT530K	
Course Name	:	Entrepreneurship Semester Mar 2022	Year Enrolling the subject	:	2022	
Subject Name	:	Principle of Entrepreneurship	Lecturer Name	:	Raslan Nordin	
Month Enrolling the Subject	:	3	Year Of Internship Enrollment	:		
Internship Enrollment	:	No	Period of Internship Training	:		
Month of Internship Enrollment	:		Expected Month To Complete Study	:	2	
Expected Year To Complete Study	:	2024				
Related To Study Field	:	Yes				

PERSONAL PROFILE
BUSINESS PROFILE



Muhammad Afq Bin Azhar

Personal Information

Name	:	Muhammad Afq Bin Azhar	Phone/Mobile	:		Edit
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
City	:		Postcode	:		
State	:		Personal Instagram	:		
Personal Facebook	:		Race	:	Malay	
Gender	:	Male	Special Need Required	:	No	
Marital Status	:	Single				

Institution Information

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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	
			Postcode	:	42300	
District of Institution	:	Kuala Selangor	Study Status	:	Full time	Edit Delete
Level of Study	:	Bachelor Degree	Class Name	:	ENT530K	
Course Name	:	Entrepreneurship Semester Mar 2022	Year Enrolling the subject	:	2022	
Subject Name	:	Principle of Entrepreneurship	Lecturer Name	:	Raslan Nordin	
Month Enrolling the Subject	:	3	Year Of Internship Enrollment	:		
Internship Enrollment	:	No	Period of Internship Training	:		
Month of Internship Enrollment	:		Expected Month To Complete Study	:	2	
Expected Year To Complete Study	:	2024				
Related To Study Field	:	Yes				

PERSONAL PROFILE
BUSINESS PROFILE



Wafiy Aiman Bin Mazli

Personal Information

Name	:	Wafiy Aiman Bin Mazli	Phone/Mobile	:		Edit
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
City	:		Postcode	:		
State	:		Personal Instagram	:		
Personal Facebook	:		Race	:	Malay	
Gender	:	Male	Special Need Required	:	No	
Marital Status	:	Single				

UiTM Puncak Alam - Entrepreneurship Semester Mar 2022

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA	
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Address of Institution	:	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam	
			Postcode	:	42300	
District of Institution	:	Kuala Selangor				
Level of Study	:	Bachelor Degree	Study Status	:	Full time	Edit Delete
Course Name	:	Entrepreneurship Semester Mar 2022	Class Name	:	ENT530K	
			Year Enrolling the subject	:	2022	
Subject Name	:	Principle of Entrepreneurship	Lecturer Name	:	Raslan Nordin	
			Year Of Internship Enrollment	:		
Month Enrolling the Subject	:	3	Period of Internship Training	:		
Internship Enrollment	:	No	Expected Month To Complete Study	:	2	
Month of Internship Enrollment	:					
Expected Year To Complete Study	:	2024				
Related To Study Field	:	Yes				

Figure 1: Completed the personal profile

PERSONAL PROFILE
BUSINESS PROFILE



NUR BATRISYIA BINTI MOHD SHAMSUNIZAM

Company Name	:	Dianashawl.tsya	Company Registration No.	:	EB-A2022061601194	Edit
Type Of Business	:	Enterprise	Business Role	:	Dropshipper	
Facebook Page	:	https://www.facebook.com/dianashawl.tsya	Business Category/Business Sub-Category	:	Household, Hobbies & Lifestyles / Business & Industrial	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:	Others	Business Website	:	https://www.facebook.com/dianashawl.tsya	
Business Related to Your Study Field	:		Type Of Website	:		
			Experience in International Export	:	No	

PERSONAL PROFILE
BUSINESS PROFILE



Muhammad Afiq Bin Azhar

Company Name	:	Dianashawl.tsya	Company Registration No.	:		Edit
Type Of Business	:	Enterprise	Business Role	:	Dropshipper	
Facebook Page	:	https://www.facebook.com/dianashawl.tsya	Business Category/Business Sub-Category	:	Household, Hobbies & Lifestyles /	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:	Others	Business Website	:	https://www.facebook.com/dianashawl.tsya	
Business Related to Your Study Field	:	Yes	Type Of Website	:		
			Experience in International Export	:	No	

PERSONAL PROFILE	BUSINESS PROFILE																																											
 <p>Wafiy Aiman Bin Mazli</p>	<table border="0"> <tr> <td>Company Name</td> <td>:</td> <td>Dianashawl.tsya</td> <td>Company Registration No.</td> <td>:</td> <td>EB-A2022061601194</td> <td rowspan="9">Edit</td> </tr> <tr> <td>Type Of Business</td> <td>:</td> <td>Enterprise</td> <td>Business Role</td> <td>:</td> <td>Dropshipper</td> </tr> <tr> <td>Facebook Page</td> <td>:</td> <td>Dianashawl.tsya</td> <td>Business Category/Business Sub-Category</td> <td>:</td> <td>Household, Hobbies & Lifestyles / Business & Industrial</td> </tr> <tr> <td>Wechat for Business</td> <td>:</td> <td></td> <td>Business Instagram Page</td> <td>:</td> <td></td> </tr> <tr> <td>Marketplace</td> <td>:</td> <td>Others</td> <td>Business Website</td> <td>:</td> <td>https://www.facebook.com/dianashawl.tsya</td> </tr> <tr> <td>Business Related to Your Study Field</td> <td>:</td> <td>Yes</td> <td>Type Of Website</td> <td>:</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td>Experience in International Export</td> <td>:</td> <td>No</td> </tr> </table>	Company Name	:	Dianashawl.tsya	Company Registration No.	:	EB-A2022061601194	Edit	Type Of Business	:	Enterprise	Business Role	:	Dropshipper	Facebook Page	:	Dianashawl.tsya	Business Category/Business Sub-Category	:	Household, Hobbies & Lifestyles / Business & Industrial	Wechat for Business	:		Business Instagram Page	:		Marketplace	:	Others	Business Website	:	https://www.facebook.com/dianashawl.tsya	Business Related to Your Study Field	:	Yes	Type Of Website	:					Experience in International Export	:	No
Company Name	:	Dianashawl.tsya	Company Registration No.	:	EB-A2022061601194	Edit																																						
Type Of Business	:	Enterprise	Business Role	:	Dropshipper																																							
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Marketplace	:	Others	Business Website	:	https://www.facebook.com/dianashawl.tsya																																							
Business Related to Your Study Field	:	Yes	Type Of Website	:																																								
			Experience in International Export	:	No																																							

Figure 2: Completed the business profile

1.1 MASMED Certificate

 **AKADEMI PEMBANGUNAN PKS DAN KEUSAHAWAN MALAYSIA (MASMED)**

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITHM

No. Pelajar : 2021125831
 Nama : NUR BATRISYIA BINTI MOHD SHAMSUNIZAM

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

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
 Bidang Perniagaan yg diceburi : Pakaian dan Kelengkapan
 Tempoh Perniagaan : 2 Bulan
 No. Pendaftaran Perniagaan : EB-A2022061601194
 URL Perniagaan : <https://www.facebook.com/dianashawl.tsya>
 Alamat Premis Perniagaan :
 Tarikh Mendaftar : 19 Apr 2022
 Tarikh Kemaskini : 31 Jul 2022
 Tarikh Cetak : 31 Jul 2022

Siji Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITHM. Siji ini secara tidak langsung akan terbatal apabila penama memamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis. Penggunaan siji ini hanya diterima untuk kegunaan urusan dalam UITHM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWAN UITHM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

 **AKADEMI PEMBANGUNAN PKS DAN KEUSAHAWAN MALAYSIA (MASMED)**

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITHM

No. Pelajar : 2021122465
 Nama : Muhammad Afiq Bin Azhar

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

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
 Bidang Perniagaan yg diceburi : Pakaian dan Kelengkapan
 Tempoh Perniagaan :
 No. Pendaftaran Perniagaan : EB-A2022061601194
 URL Perniagaan : <https://www.facebook.com/dianashawl.tsya>
 Alamat Premis Perniagaan :
 Tarikh Mendaftar : 19 Apr 2022
 Tarikh Kemaskini : 31 Jul 2022
 Tarikh Cetak : 31 Jul 2022

Siji Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITHM. Siji ini secara tidak langsung akan terbatal apabila penama memamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

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PENOLONG NAIB CANSOLOR KEUSAHAWAN UITHM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)



MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UTM

No. Pelajar : 2021580215
 Nama : WAFIY AIMAN BIN MAZLI

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

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
 Bidang Perniagaan yg diceburi : Pakaian dan Kelengkapan

Tempoh Berniaga : 2 Bulan
 No. Pendaftaran Perniagaan : EB-A2022061601194
 URL Perniagaan : <https://www.facebook.com/dianashawf.tsy>
 Alamat Premis Perniagaan :
 Tarikh Mendaftar : 19 Apr 2022
 Tarikh Kemaskini : 31 Jul 2022
 Tarikh Cetak : 31 Jul 2022

Siji Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UTM. Siji 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 siji ini tanpa sebarang notis. Penggunaan siji ini hanya diterima untuk kegunaan urusan dalam UTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKU OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UTM
 Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 3: Our MASMED Certificate

1.2 SSM Certificate



SSM
 SURUHJAJAYA SYARIKAT MALAYSIA
 COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)

**PERAKUAN PENDAFTARAN
 AKTA PENDAFTARAN PERNIAGAAN 1956**


Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

DIANASHAWL TSYA ENTERPRISE
NO. PENDAFTARAN: 202203152293 (PG0529029-P)

telah didaftarkan dari hari ini sehingga **16 JUN 2023** di bawah Akta Pendaftaran Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **17 JUN 2022**.


DATUK NOR AZIMAH ABDUL AZIZ
 Pendaftar Perniagaan
 Semenanjung Malaysia

UsedBy: EZBIZ Doc: P13 Jun 17 11:52:26 MYT 2022

Figure 4: SSM CERTIFICATE

1.3 Go-Ecommerce Sales

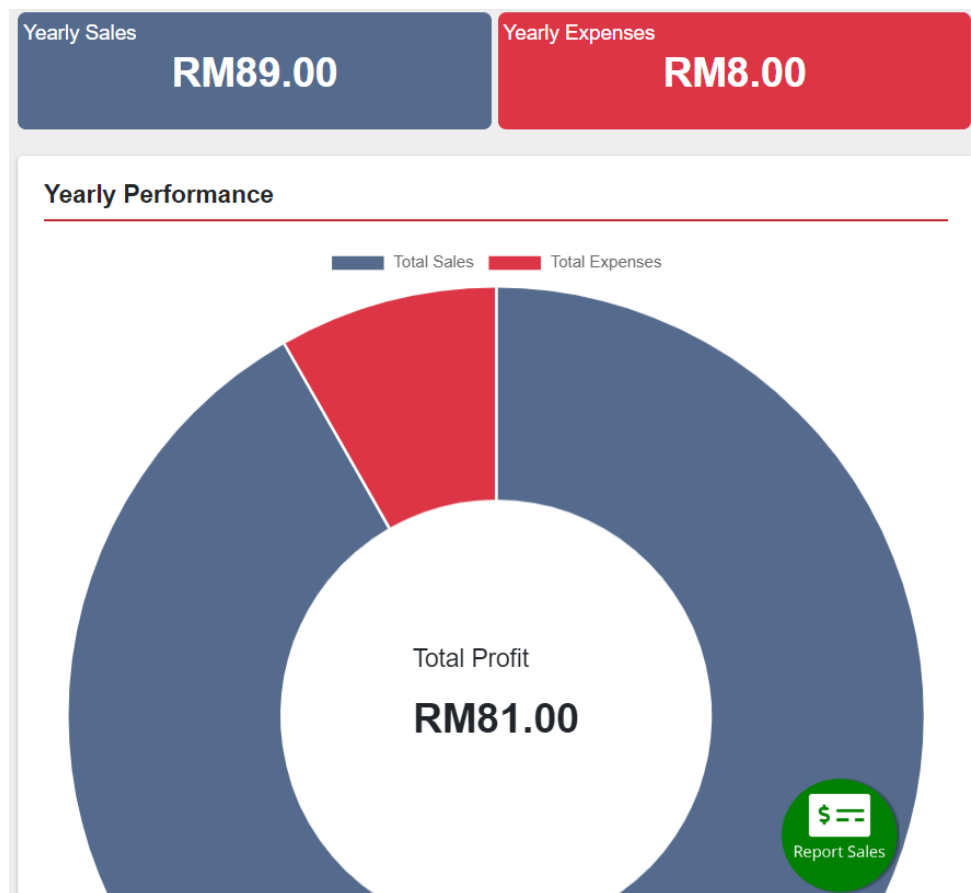


Figure 5: Business Sales in Go-Ecommerce

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



Dianashawl.tsya is a business that began operations in Jun 2022 and is owned and run by its three co-founders, namely Nur Batrisya, Muhammad Afiq, and Wafiy Aiman. Our company offers scarves to clients that need discretion in an elegant fashion and are seeking solutions. In order to weave our scarves using high-quality fabric, we purchase it in bulk from a source that sells wholesale. Different kinds of scarves, including printed Diana shawl scarves, casual Diana shawl scarves, and instant Diana shawl scarves are among the items that we provide for sale. The cost of our hijab is reasonable and modest, making it possible for everybody to get one. The price ranges from RM39 all the way up to RM89, and it all depends on the design and material. The HQ company is located in the Seksyen 16 neighborhood of Shah Alam. We also cover all areas in Malaysia and also in Indonesia, and Singapore. Our goal in operating this company is to provide a wide selection of styles and to provide services that cater to the requirements of all women regarding beauty care.

2.2 Organizational Chart

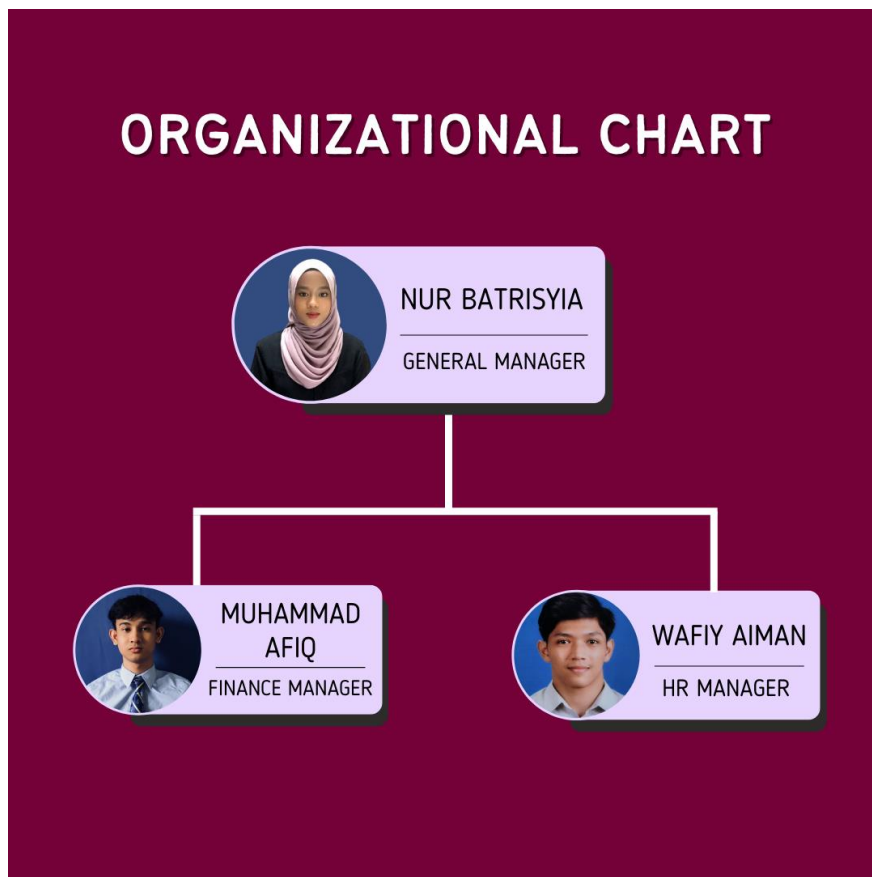


Figure 6: Organizational Chart

2.3 Mission / Vision

- **Mission**

Dianashawl.tsya mission is to provide a wide range of hijab collections that are excellent in quality, elegant in design and color, appealing, in accordance with current trends, market demand, and good value for money.

- **Vision**

Dianashawl.tsya aim is to be one of Malaysia's greatest hijab brands and manufacturers, as well as an inspiration and symbol in the hijab business field.

2.4 Descriptions of Products / Services

2.4.1 Diyari Sulam Shawl



Figure 7: Diyari Sulam Shawl

Diyari Sulam Shawl are the most popular collection in Hari Raya 2022. Diyari Sulam Shawl made from chiffon georgette crepe material. There are 6 beautiful colours in total. There will be mini pouch bag only for exclusive collection Diyari.

2.4.2 De Arch

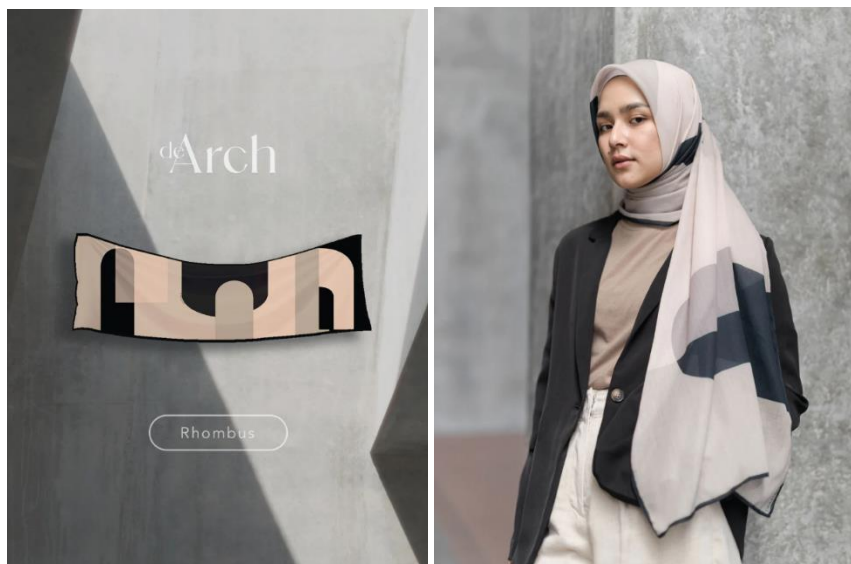


Figure 8: De Arch

De Arch are the first printed collection and this collection based on Arch shapes and geometry design.. De Arch shawl are made from premium cotton rayon. There are 4 colours in total and comes with premium box De Arch for each purchase. The measurement of the printed shawl is 1.8m x 0.7m.

2.4.3 Glossy Shawl



Figure 9: Glossy Shawl

Glossy Shawl are made from soft satin matte which is the combination of satin silk and satin matte. This satin collection is breathable and comfortable for daily wear. There are 20 colours in total. The measurement of this satin collection is 1.8m x 0.75m.

2.4.4 Glossy Square



Figure 10: Glossy Square

Glossy Square are using the same material with Glossy Square which is using soft satin matte. It is using the same material but in different design which is in square. There are 17 colours in total. The measurement of this Glossy Square is using 'Bidang 48'.

2.4.5 De Thera



Figure 11: De Thera

De Thera are the first printed collection in square. The design is simple and minimalist for the girls. De Thera collection are using premium cotton rayon and comes with 4 beautiful colours. For each purchase of De Thera will get mini pouch bag. This design are in 47 inch x 47 inch in size.

2.4.6 Julissa Squaresawl



Figure 12: Julissa Squaresawl

Julissa Squaresawl is 2 in 1 design. You can wear it in 2 styles either shawl or square. This design is using soft cotton and is it in 68.5 inch for length and 39.5 inch in width. It comes in 11 colours in total.

2.4.7 Ruffle Shawl



Figure 13: Ruffle Shawl

The Ruffle Shawl is one and only shawl that have ruffle in the end of the shawl. There are 18 beautiful colours. Ruffle Shawl is using the material of Arabic Chiffon. The measurement of this shawl is 1.8cm x 0.75cm. Every pieces of Ruffle Shawl comes with exclusive DS Hardbox.

2.4.8 De Lorea



Figure 14: De Lorea

De Lorea are the second printed collection in square. De Lorea collection are using premium cotton rayon and comes with 4 beautiful colours. For each purchase of De Lorea will get mini pouch bag. This design is in 47-inch x 47-inch in size.

2.4.9 Zara Square



Figure 15: Zara Square

Zara Square are the most favourite cotton square for every girls to wear on daily basis. There are 26 colours for Zara Square. This collection is using only pure cotton material. The measurement of the Square is in 45-inch.

2.4.10 Mulan Squareshawl



Figure 16: Mulan Squareshawl

Mulan Squareshawl are the most popular collection for all the bride. It comes in 13 colours. You can wear it in different style too which is as shawl or as square. The material of Mulan Squareshawl is premium cotton voile.

2.5 Price List

No.	Collections	Price
1.	Diyari Sulan Shawl	RM 89
2.	De Arch	RM 89
3.	Glossy Shawl	RM 49
4.	Glossy Square	RM 49
5.	De Thera	RM 65
6.	Julissa Squareshawl	RM 59
7.	Ruffle Shawl	RM 59
8.	De Lorea	RM 65
9.	Zara Aquare	RM 39
10.	Mulan Squareshawl	RM 59

Table 1: Price List

3.0 FACEBOOK (FB)

3.1 Creating Facebook (FB) Page

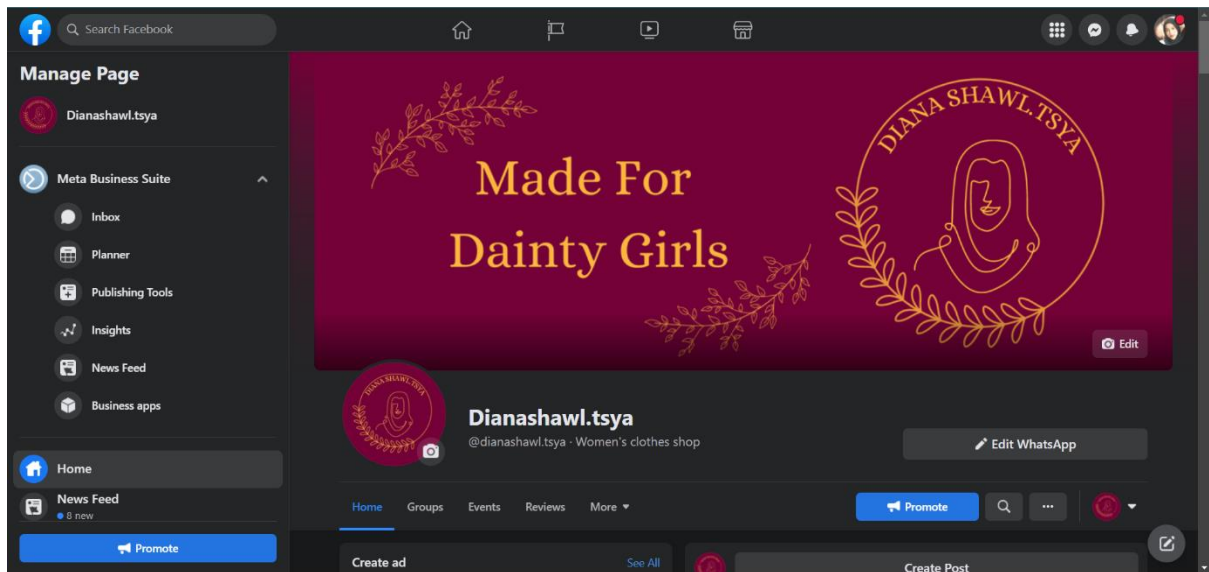


Figure 17: Facebook Page

3.2 Customizing URL Facebook (FB) Page

URL Facebook Page: <https://www.facebook.com/dianashawl.tsya>

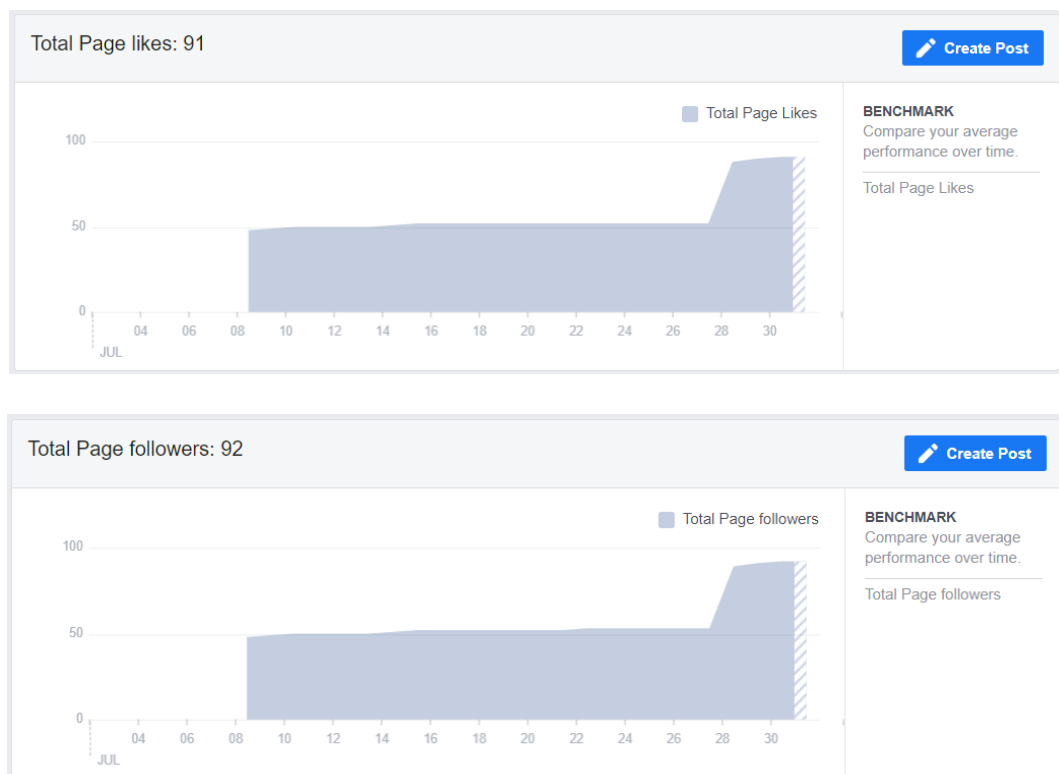
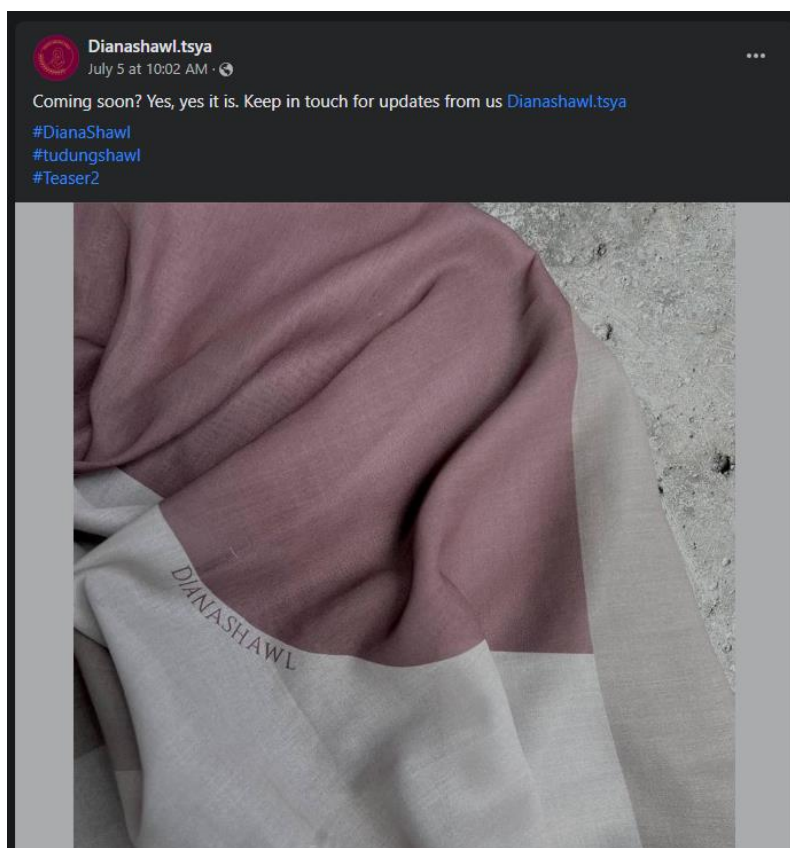
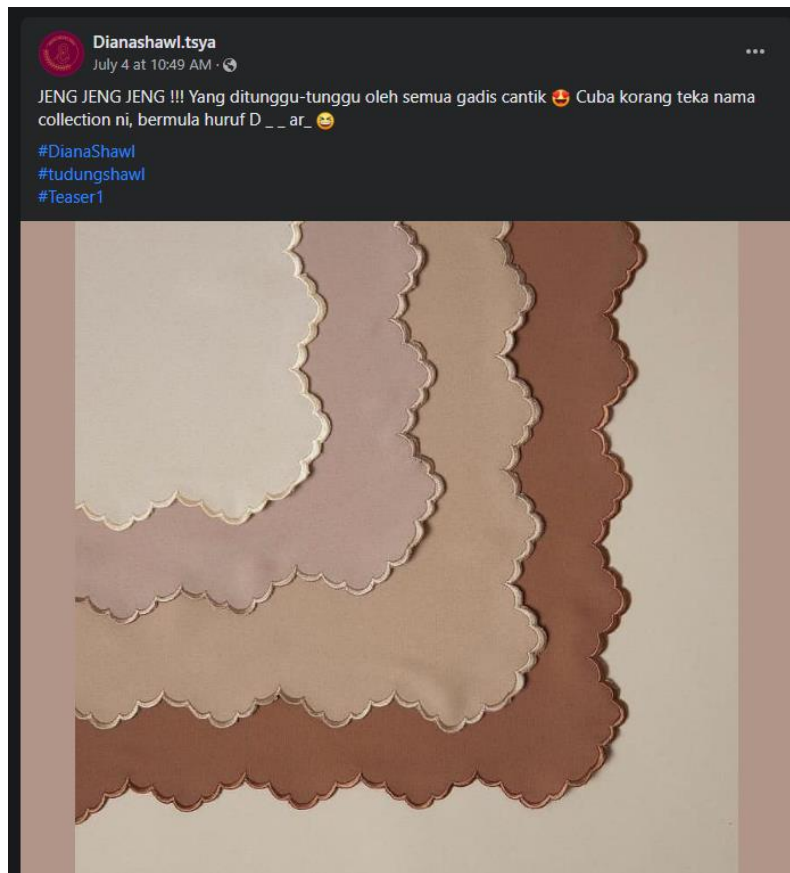


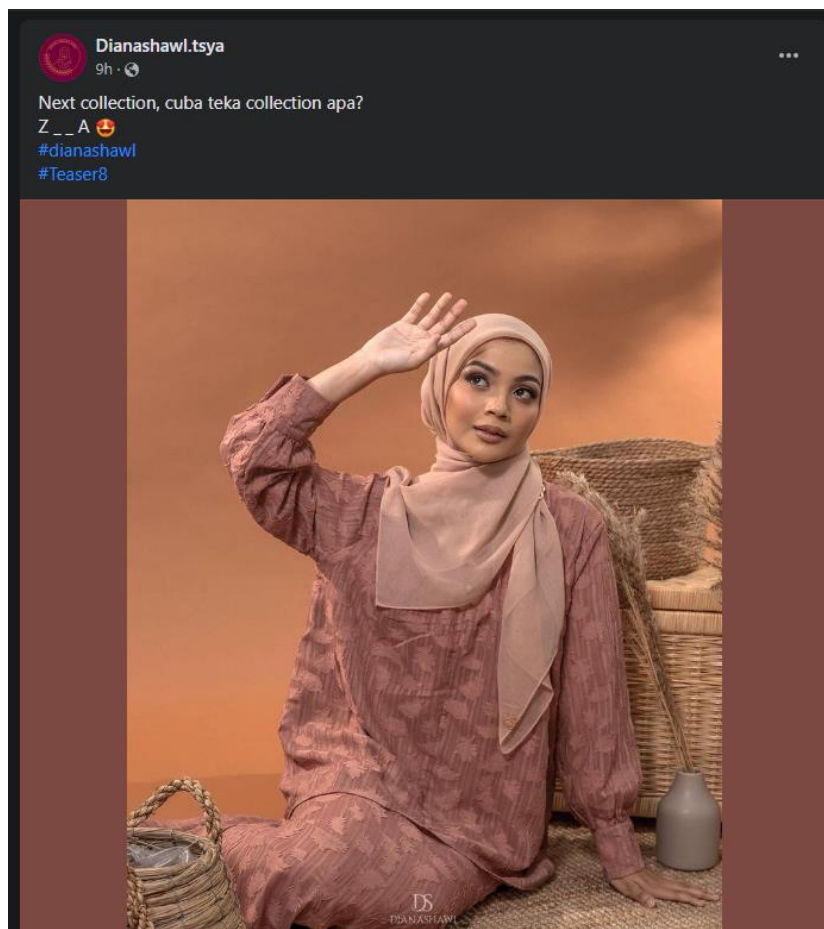
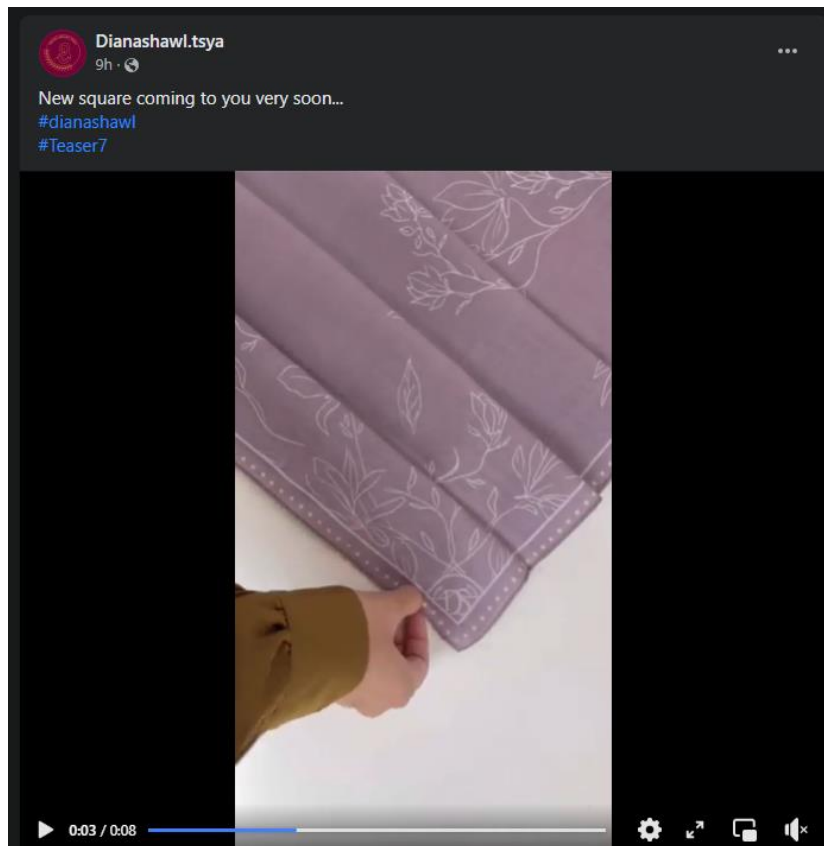
Figure 18: Total Like and Followers in Facebook

3.3 Facebook (FB) – Teaser









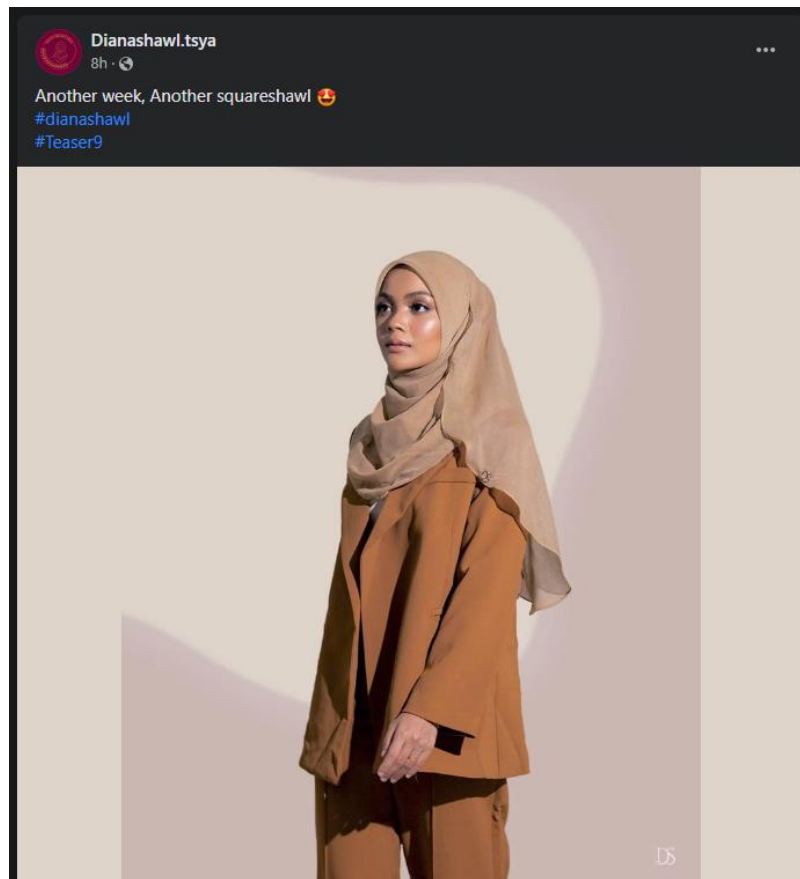
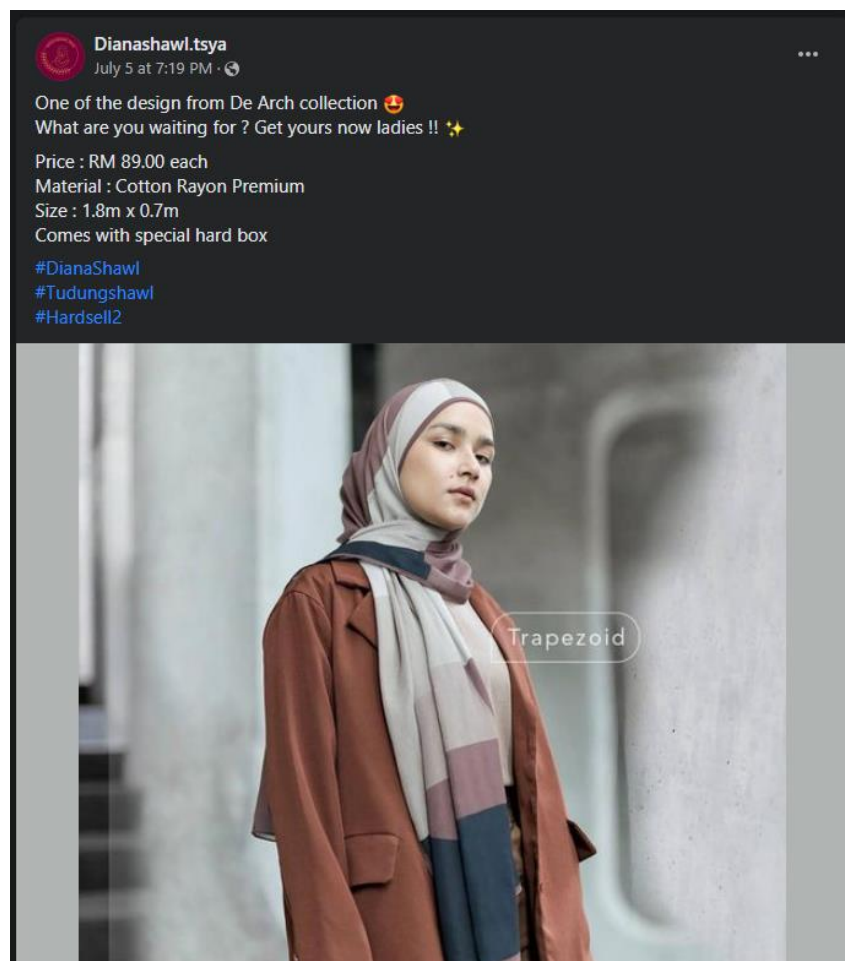
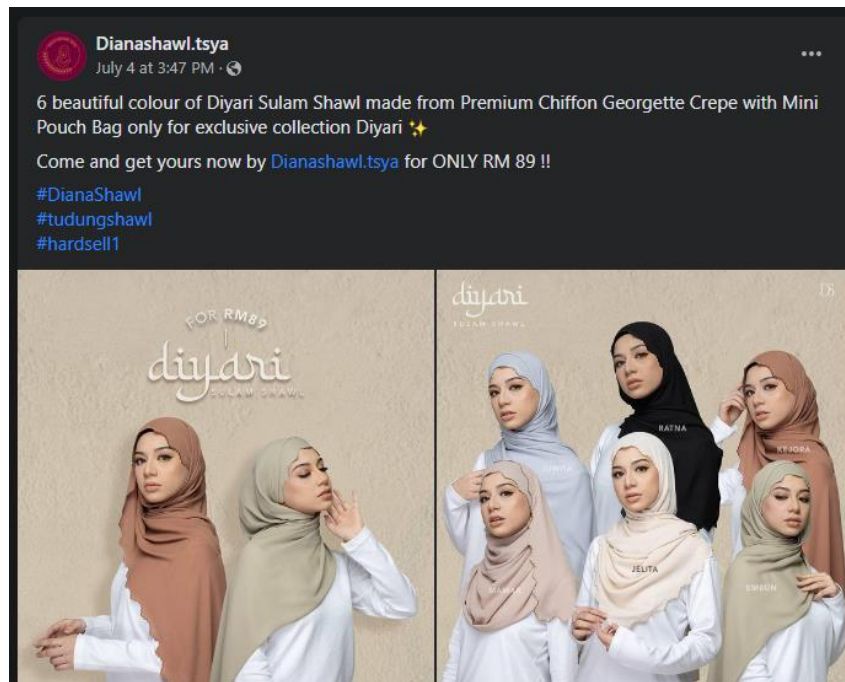


Figure 19: Teaser

3.4 Facebook (FB) – Copywriting (Hard Sell)




Dianashawl.tsya
July 29 at 1:59 PM · 🌐

Jom dapatkan Glossy Shawl dengan kita sekarang !

Glossy Shawl
Price : RM 49 Exc Postage
Material : Soft Satin Matte
Size : 1.8m x 0.75m with end curve

#dianashawl
#tudungshawl
#Hardsell3




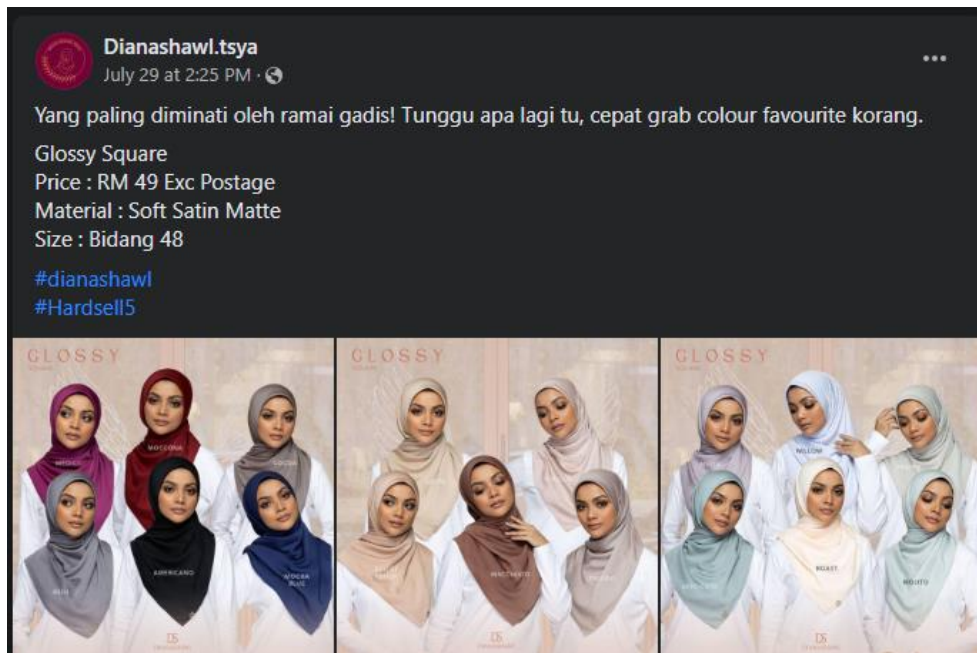
Dianashawl.tsya
July 29 at 2:16 PM · 🌐

Glossy Shawl - A must have collection known for its gorgeous drapes !

Glossy Shawl
Price : RM 49 Exc Postage
Material : Soft Satin Matte
Size : 1.8m x 0.75m with end curve

#dianashawl
#tudungshawl
#Hardsell4






Dianashawl.tsya
 July 29 at 3:14 PM · 🌐

Good evening to everyone! This is De Thera collection by us! Let's grab it before sold out!

Material : Premium cotton rayon
 Size : Square 47 inch x 47 inch
 Finishing: Baby Hem
 Price : RM 65 Exc Postage
 Comes with mini pouch bag only for exclusive collection De Thera

#DianaShawl
 #hardsell7



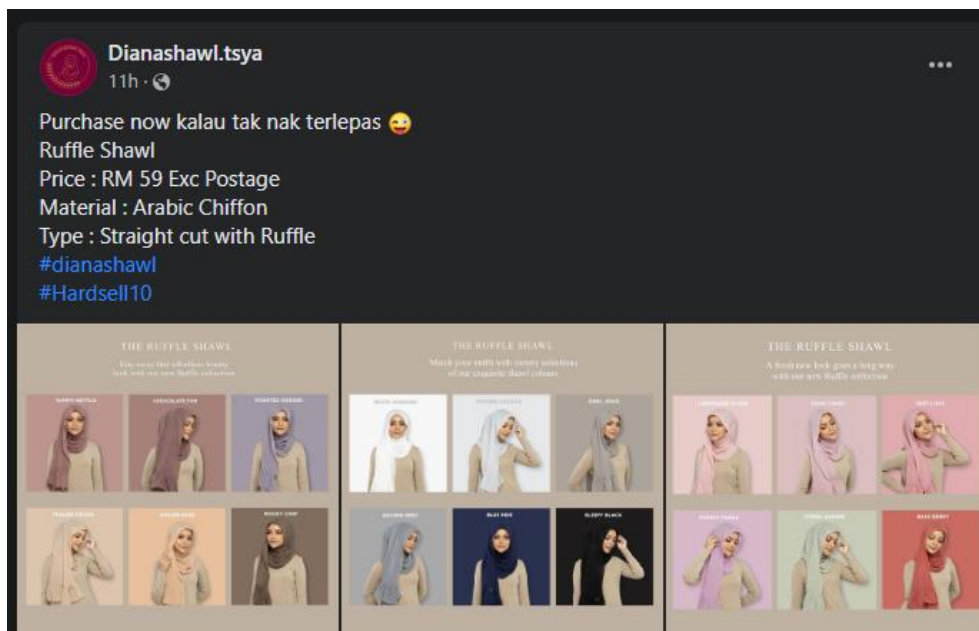
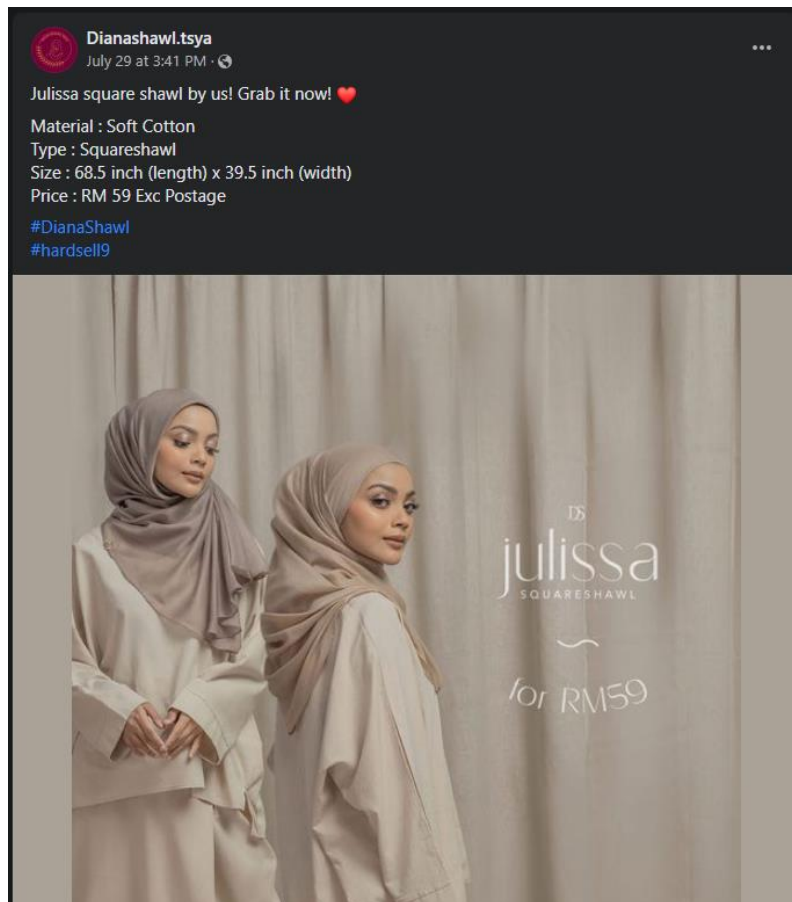
Dianashawl.tsya
 July 29 at 3:26 PM · 🌐

De Thera colourway and designs that we have! Collect it now while stock still available! 🇲🇾

Material : Premium cotton rayon
 Size : Square 47 inch x 47 inch
 Finishing: Baby Hem
 Price : RM 65 Exc Postage
 Comes with mini pouch bag only for exclusive collection De Thera


#DianaShawl
 #hardsell8






Dianashawl.tsya
11h · 🌐

Slay away that effortless beauty look with our new Ruffle Collection. Korang dah aim ke colour Ruffle yang korang nak grab ?
Ruffle Shawl
Price : RM 59 Exc Postage
Material : Arabic Chiffon
Type : Straight cut with Ruffle
[#dianashawl](#)
[#Hardsell11](#)



Dianashawl.tsya
10h · 🌐

Dah ramai tau yang grab collection De Lorea ni ! Habis nanti terlepas pula peluang nak pakai 😊
De Lorea
Price : RM 65 Exc Postage
Material : Premium Cotton
Size : Bidang 47
[#dianashawl](#)
[#Hardsell12](#)



Dianashawl.tsya
10h · 🌐

4 Styles yang korang boleh cuba! Siapa yang tak grab lagi tu memang rugi tau 😊
 Price : RM 65 Exc Postage
 Material : Premium Cotton
 Size : Bidang 47
[#dianashawl](#)
[#Hardsell13](#)

Dianashawl.tsya
10h · 🌐

Coming to you in 26 beautiful colours ✨ Get yours now !
 Zara Square
 Price : RM 39
 Material : 100% Pure Cotton
[#dianashawl](#)
[#Hardsell14](#)

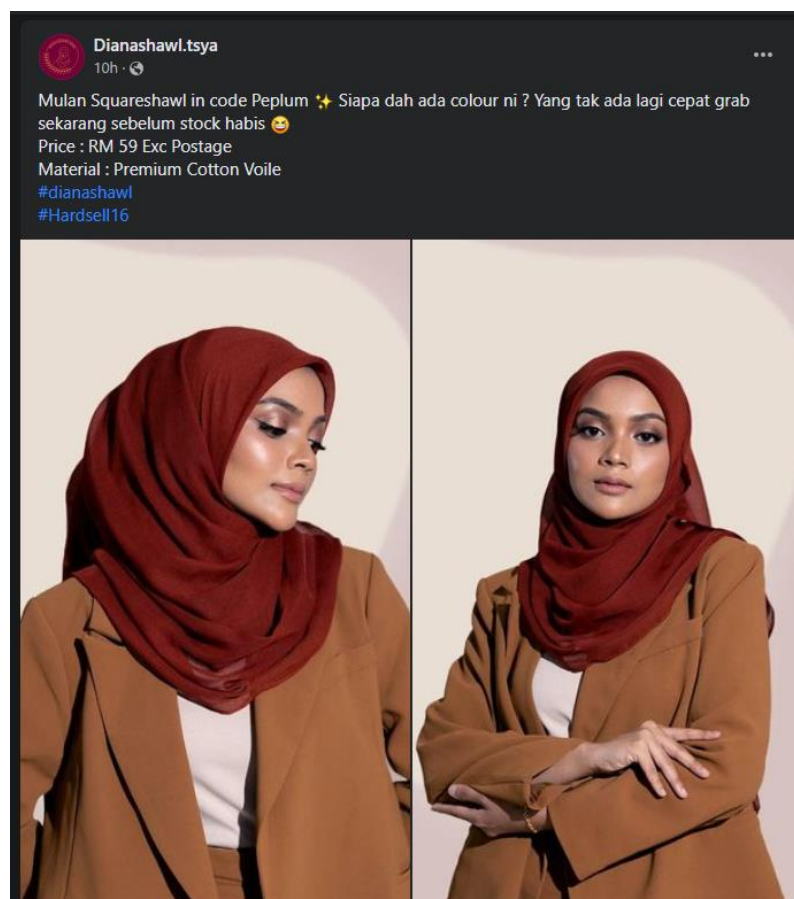
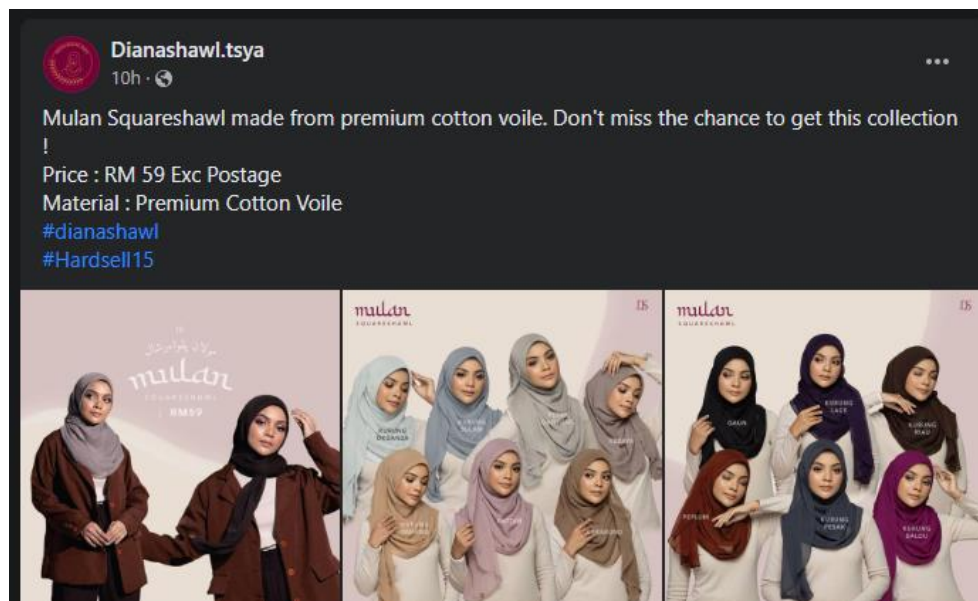
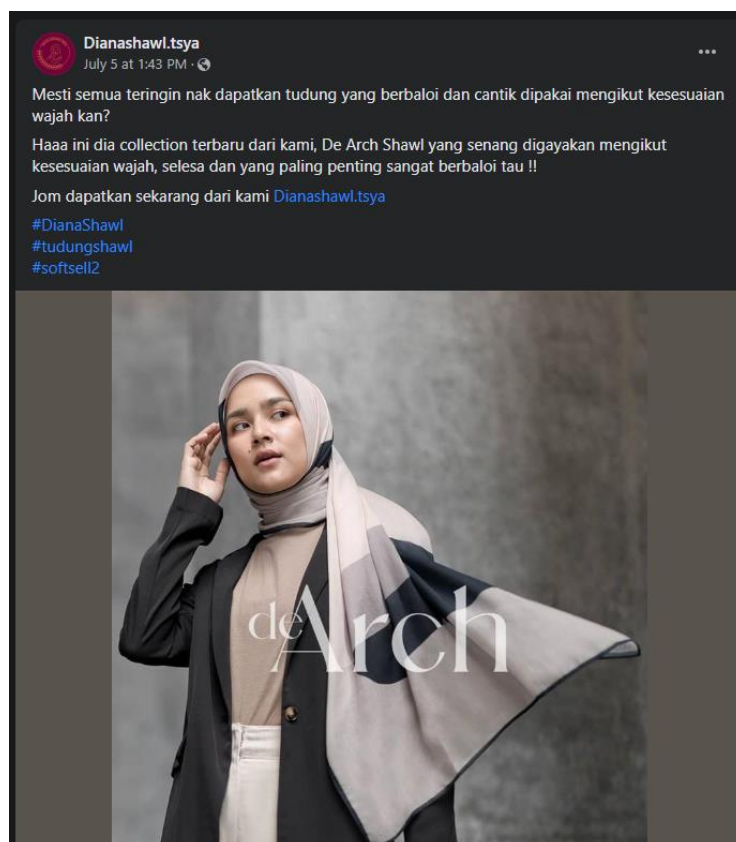
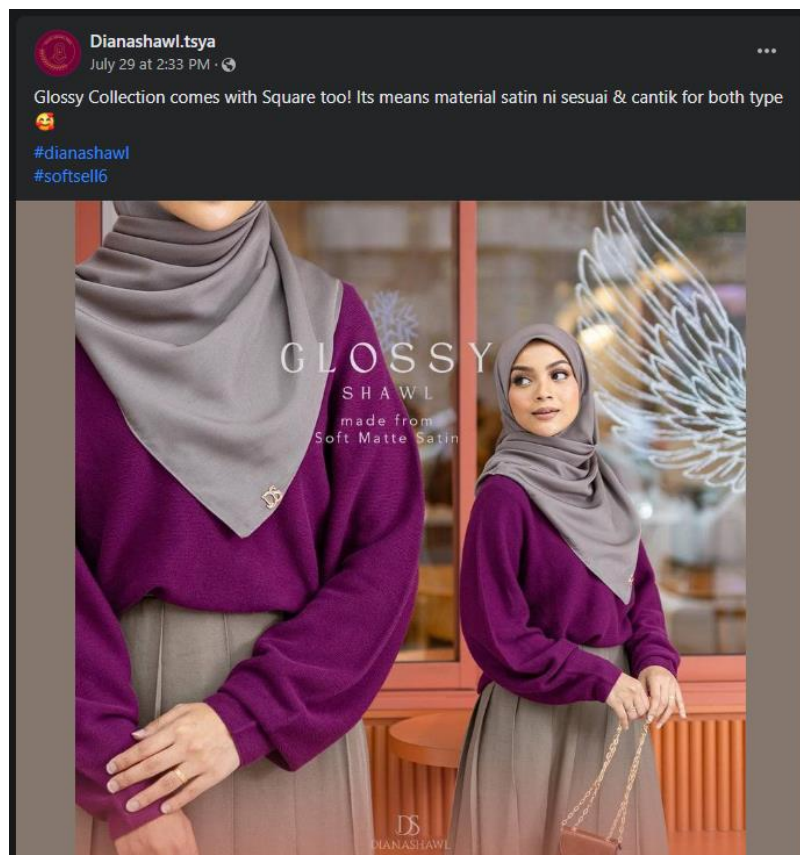
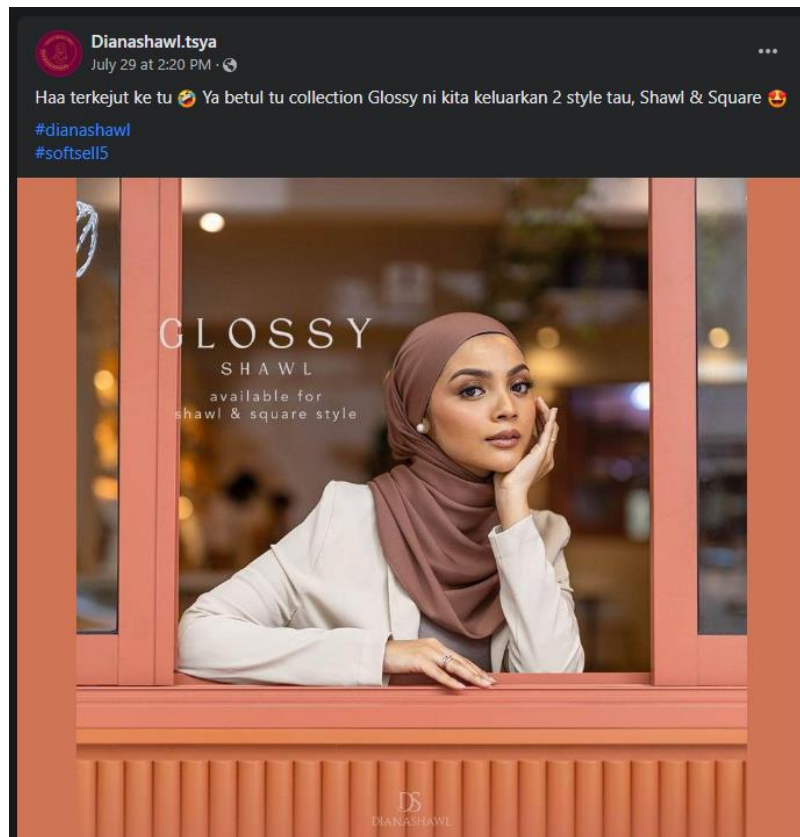


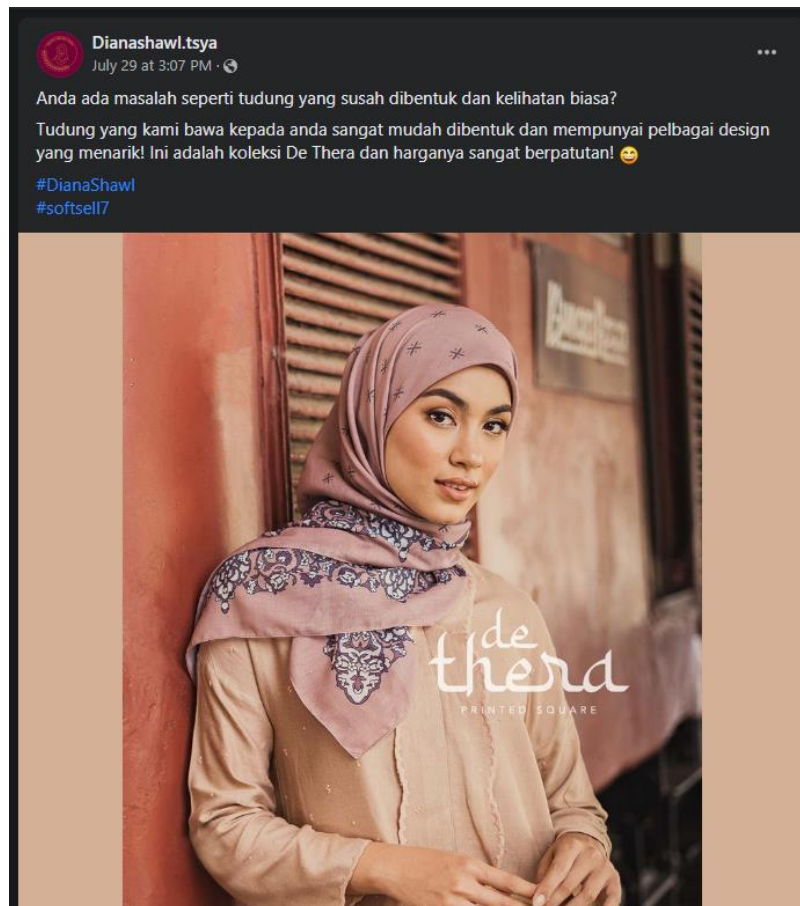
Figure 20: Hard Sell

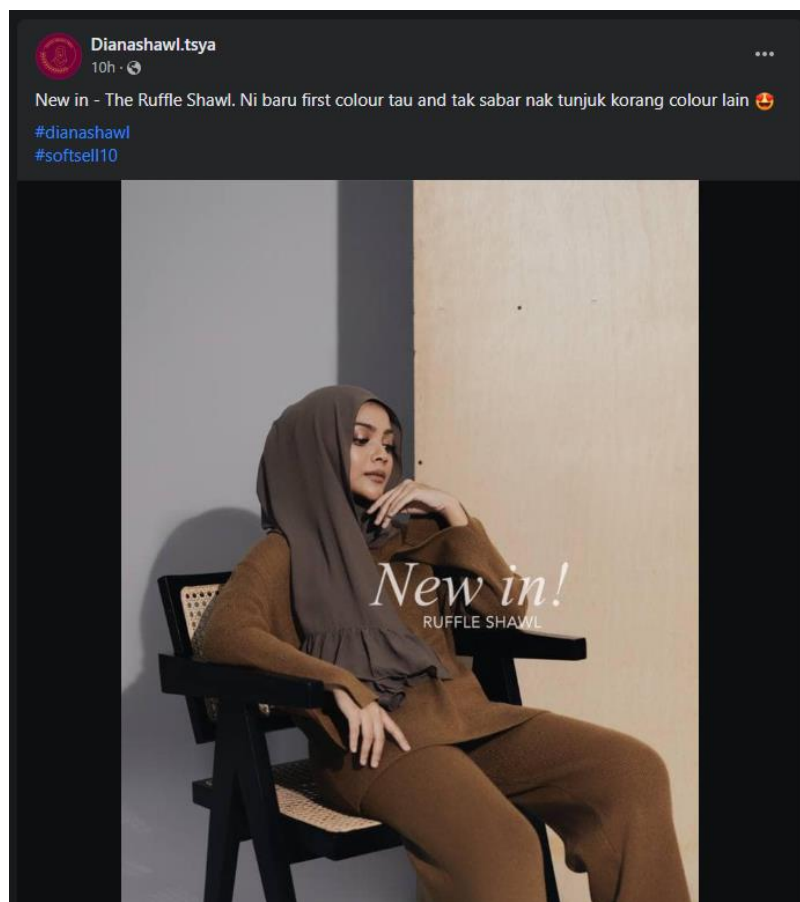
3.5 Facebook (FB) – Copywriting (Soft Sell)

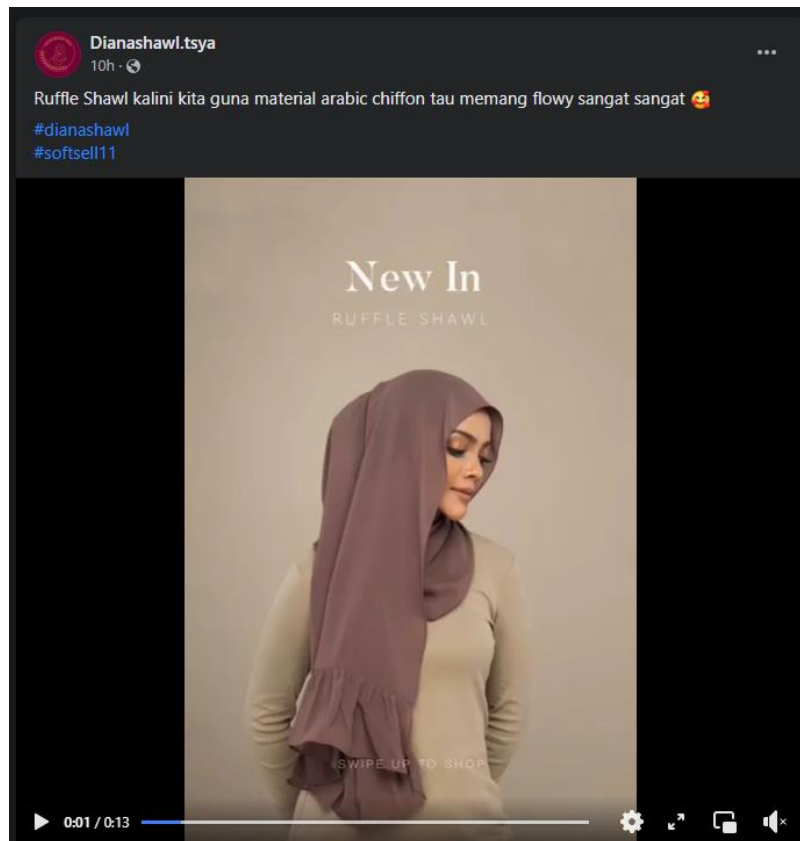


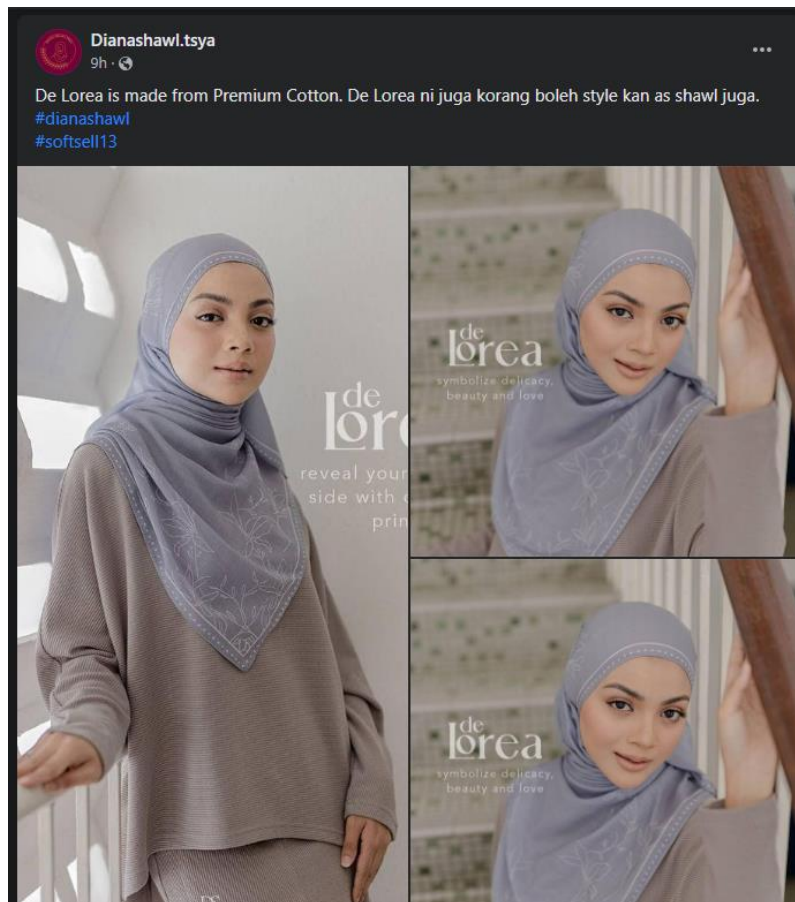












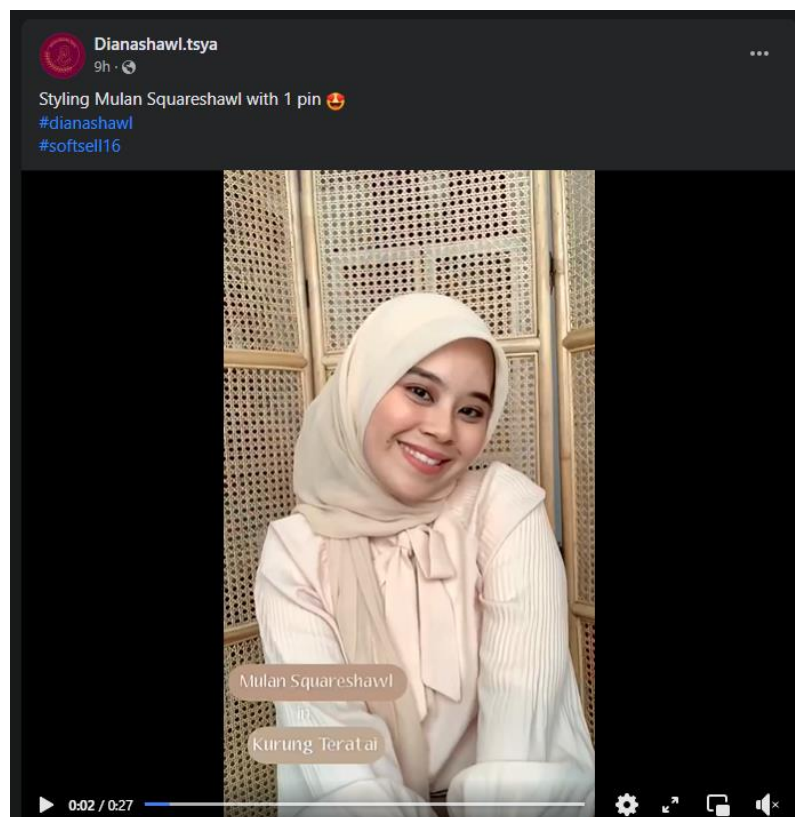
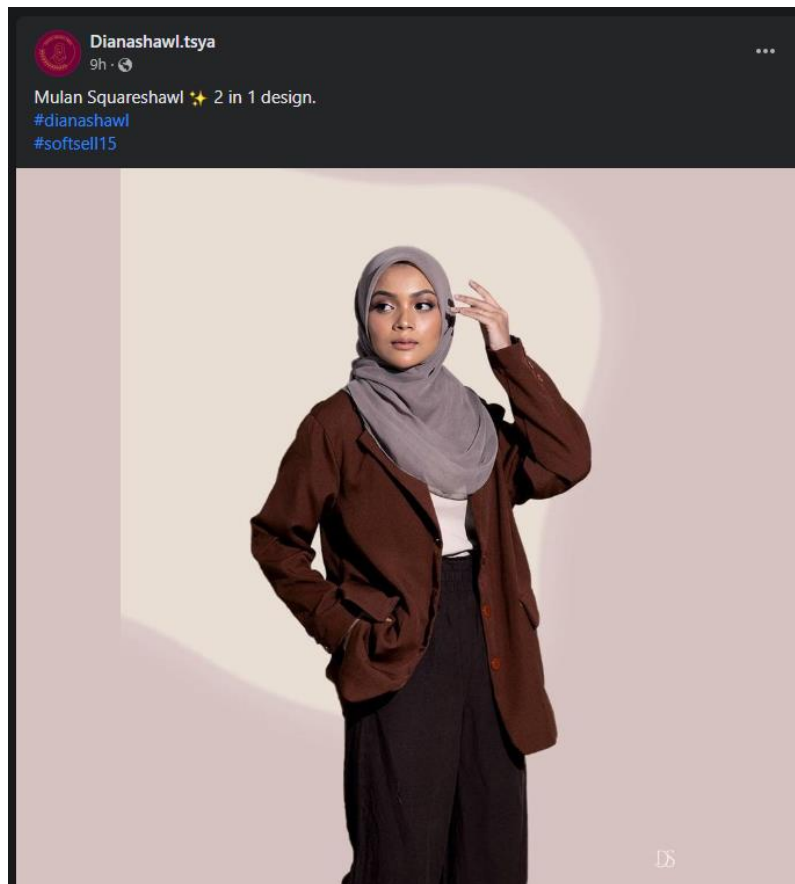
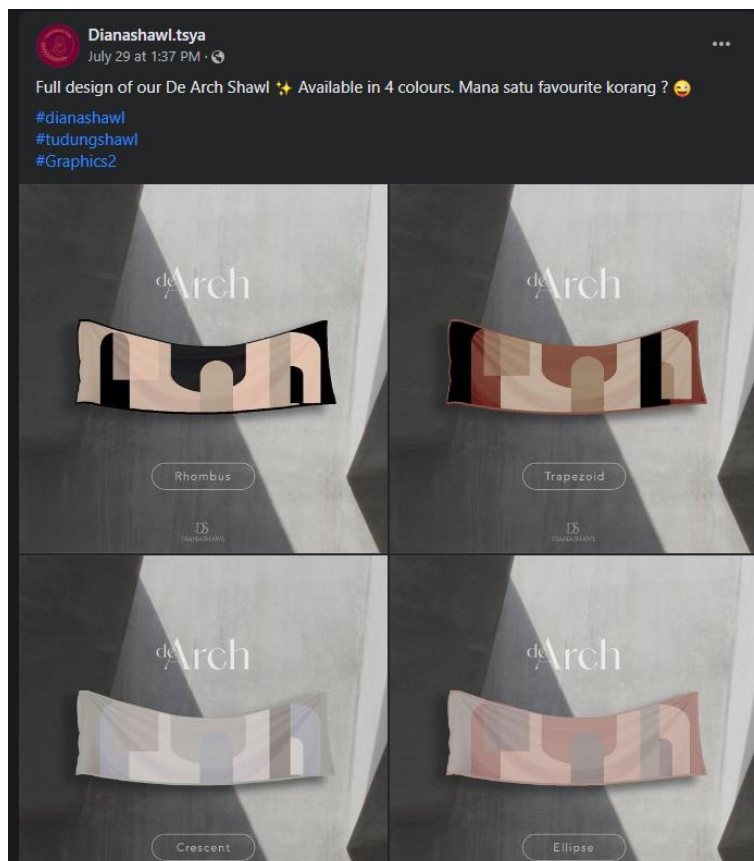
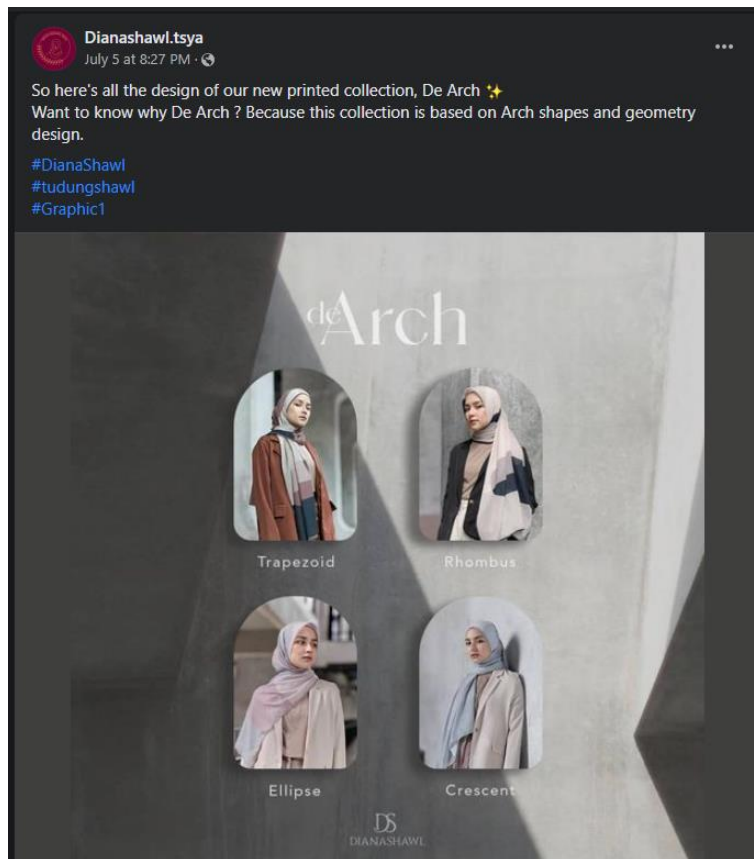
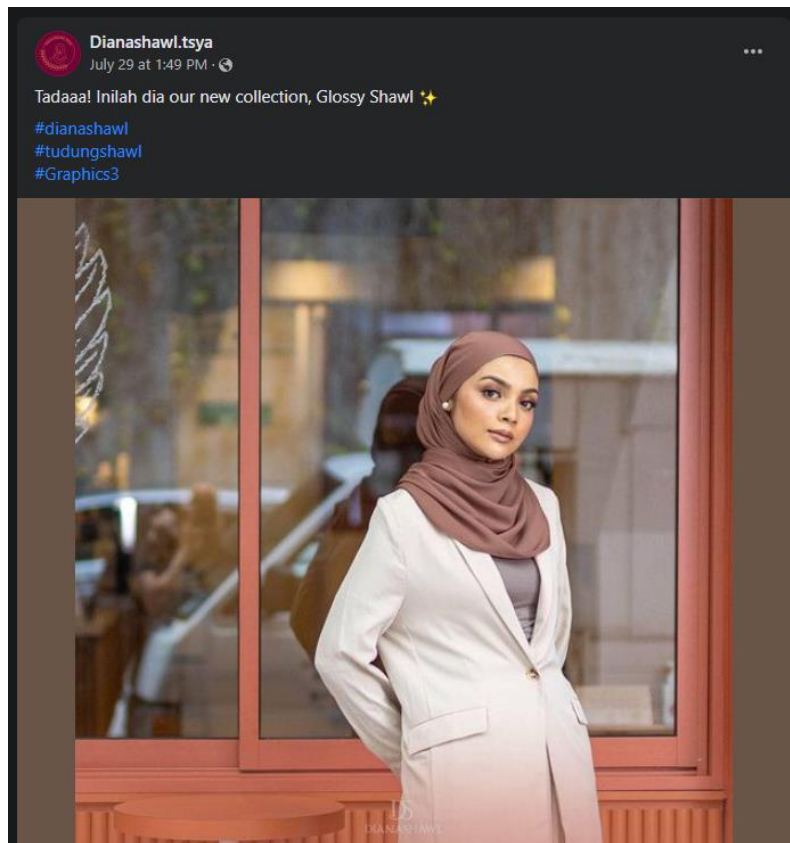
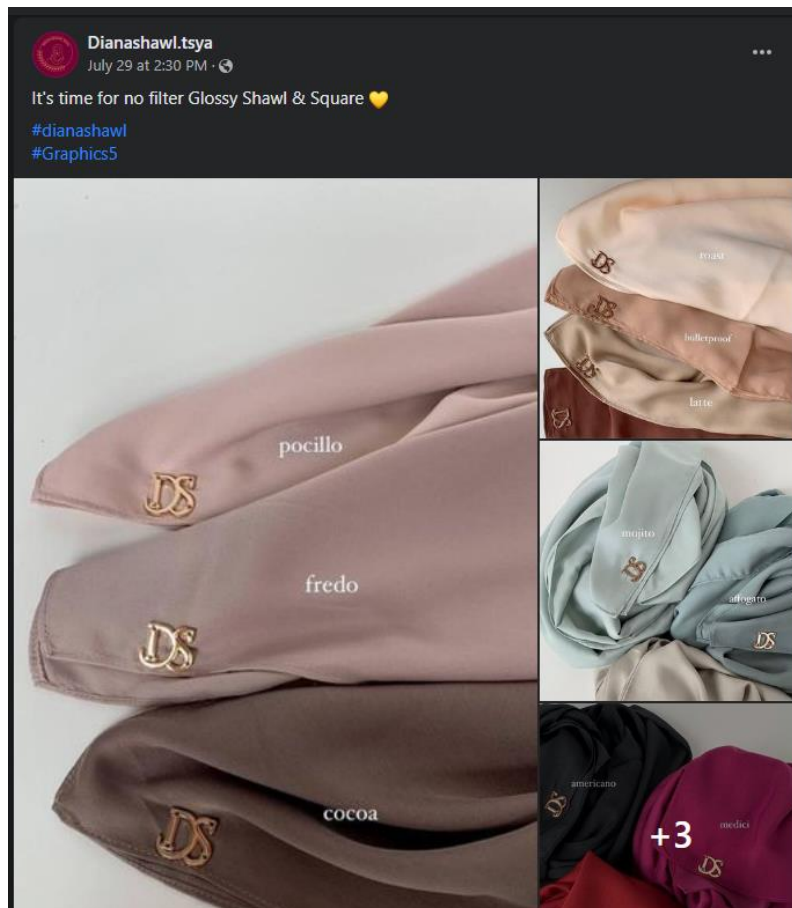


Figure 21: Soft Sell

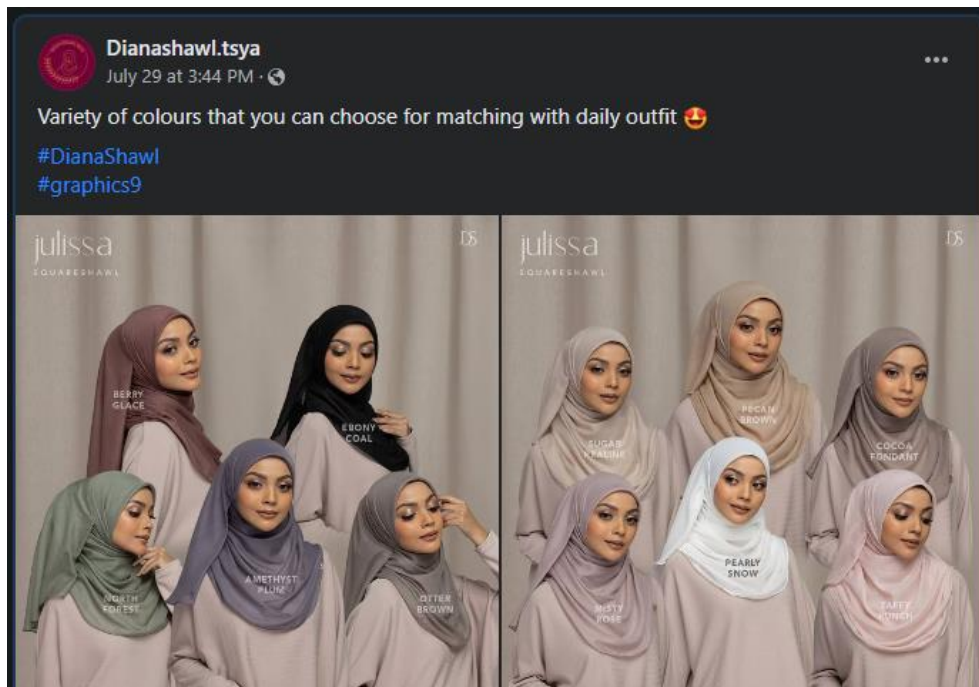
3.6 Relevant Graphics to Each Post / Copywriting

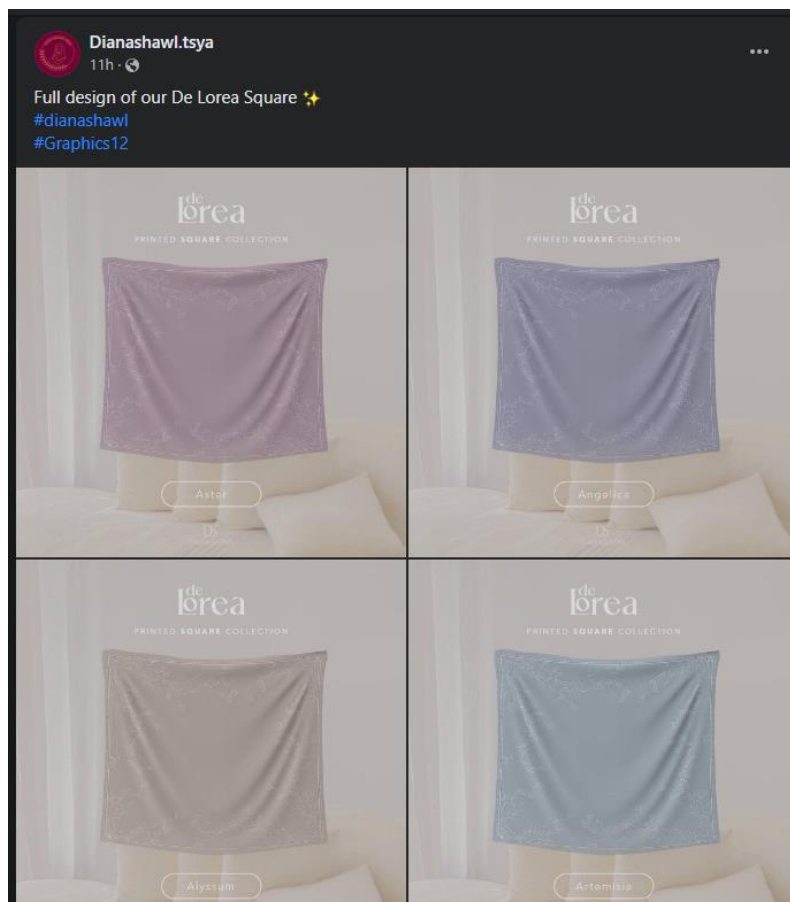
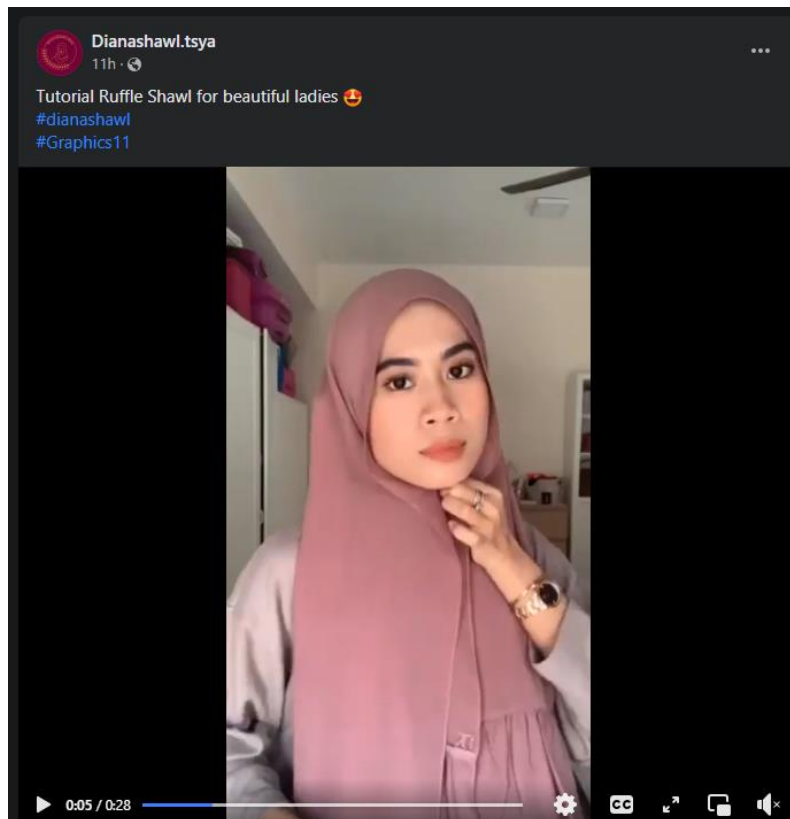


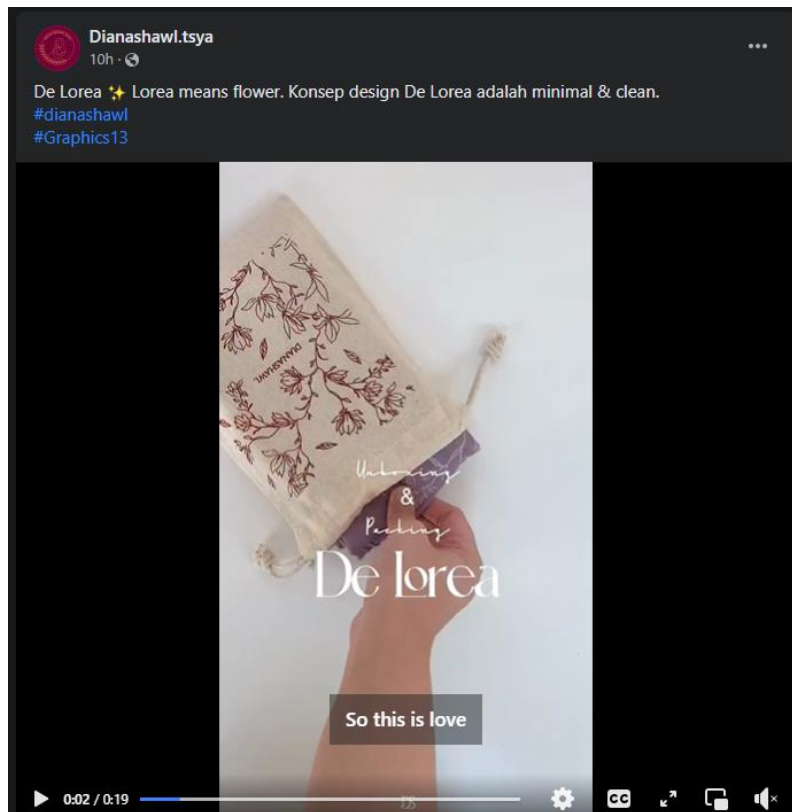












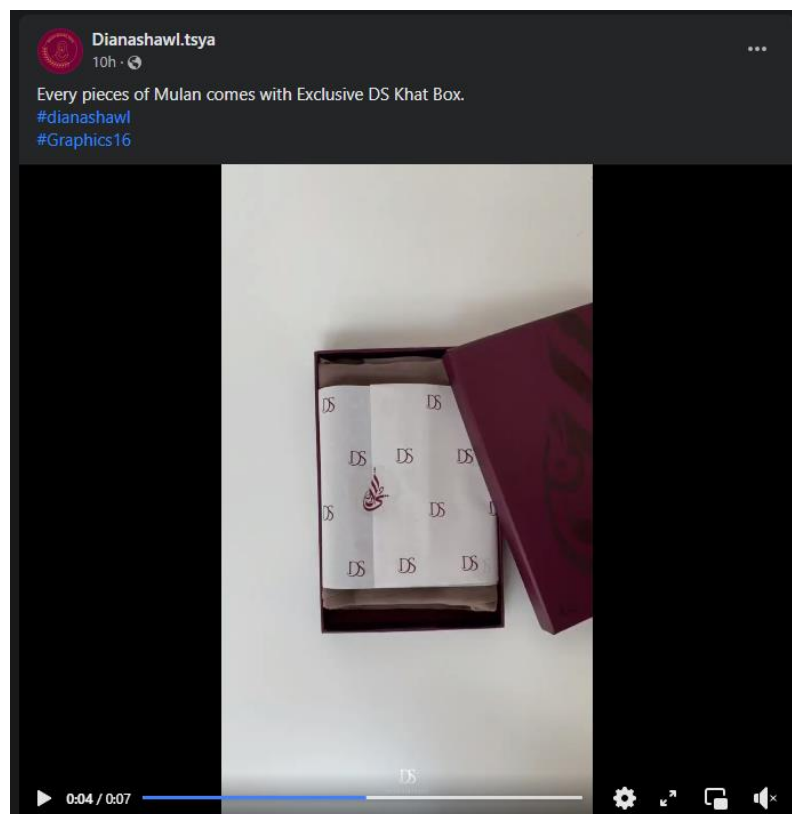
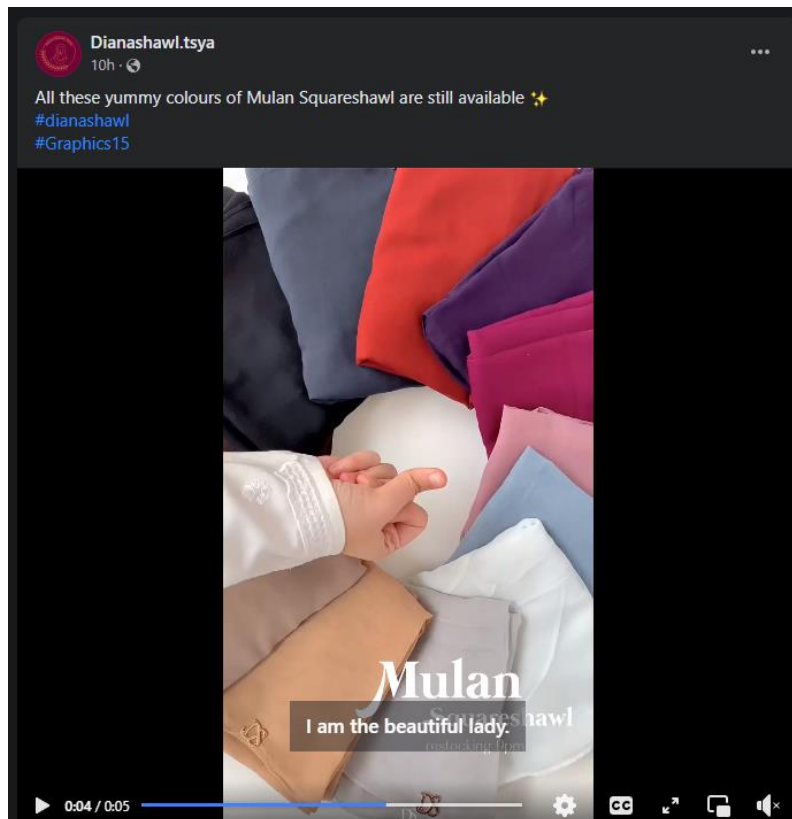


Figure 22: Graphics

4.0 CONCLUSION

In conclusion, SMEs business is one of the businesses that are commonly used by Malaysian citizens. This type of business is gaining attention among Malaysians because carrying out this business activity is easier and cheaper compared to other types of business in Malaysia.

To take advantage of the possibility of internet business, in this case, we try to enter the market by selling "tudung" under the name Diana Shawl. In order to inform clients online about the items we have chosen, we develop a social media network. Our posting of a teaser was the most important step we took and graphics to show our product. This is due to the fact that by putting it on social media, our clients may become aware of our presence there and may be more inclined to click the follow and like buttons on the business page. The same is true for soft sales and hard sales; these two posting strategies will persuade customers to buy our goods.

On the other hand, we need to post more about "tudung" on our page in order to increase client engagement on our social media. Our customers will receive updates about our goods, such as promotions, postage, and other information, by seeing it more frequently posted. Last but not least, we wish for the longevity of our company and its potential for future expansion.