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UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA
KAMPUS PUNCAK ALAM
FACULTY OF ACCOUNTANCY

AC220 – BACHELOR OF ACCOUNTANCY (HONOURS)

PRINCIPAL OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA REPORT



NAME	STUDENT ID
IMRAN SANI BIN MOHAMED HASSAN	2020489596
AYU MAESARAH BINTI SAKKA	2020897916

GROUP:
AC220B4D

LECTURER'S NAME:
SIR RASLAN BIN NORDIN

SUBMISSION DATE:
15/07/2022

ACKNOWLEDGMENT

First of all, we would like to express our deepest gratitude to our Principle of Entrepreneurship (ENT530) lecturer for giving us the valuable guidance and support throughout completing our Social Media Report. We would also like to express our thankfulness to University Technology Mara (UiTM) Campus Puncak Alam for giving us the opportunity to do this assignment.

In addition, we want to thank our family and our friends for all the encouragement and for sharing ideas and knowledge that have been very useful for this assignment. There are a few challenges that we have been faced during the completion of this assignment however we are grateful as we are able to overcome these challenges, thanks to them.

Finally, not to forget, we want to thank everyone who was involved and contributed directly or indirectly in our project. Without their help, we would not be able to complete this assignment successfully. We appreciated it so much. We hope with all the efforts that have been put in this report, we can gain good marks.

Thank you.

EXECUTIVE SUMMARY

SweetHeart Scarves is a business that offers products that are suitable for women, particularly those who wear the hijab. We offer our customers with scarves that are fashionable, comfortable, high-quality at an affordable price. We also regularly run sales and promotions to attract more customers.

We chose to sell scarves because the majority of Malaysians are Muslims and wearing hijab. Even though there are many stores that sell scarves, hijab is a marketable product. The designs and styles of scarves constantly keep changing from time to time, and people will never stop purchasing them and continuing to keep on following the trend.

Our business is relatively new and has a long way to go. So, we always make sure to give our customers the best. We keep on working hard to ensure that our brand is achieving our goals and success. We are currently concentrating on an online platform and looking forward to having our physical store. We are focusing on promoting our product on an online platform, which is Facebook. As a small start-up business, we believe Facebook is a great platform for advertising our products since people nowadays are more into online where they can search and find information easily. Therefore, social media is one of the best online platforms to connect our business with customers because it actually assists in the slow but steady growth of our company.

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1.0 BUSINESS REGISTRATION

1.1 Go-Ecommerce Registration

Imran Sani Bin Mohamed Hassan

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE

Personal Information

imran sani bin mohamed hassan

Name	: imran sani bin mohamed hassan	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 [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			
Level of Study	: Bachelor Degree	Study Status	:	Full time
		Class Name	:	AC220B4D

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

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

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			
Level of Study	: Bachelor Degree	Study Status	:	Full time
Course Name	: Entrepreneurship Semester Mar 2022	Class Name	:	AC220B4D
Subject Name	: Principle o Entrepreneurship	Year Enrolling the subject	:	2022
		Lecturer Name	:	Raslan Nordin
Month Enrolling the Subject	: 10	Year Of Internship Enrollment	:	
Internship Enrollment	: No	Period of Internship Training	:	
Month of Internship Enrollment	:	Expected Month To Complete Study	:	10
Expected Year To Complete Study	: 2024			
Related To Study Field	: Yes			

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

eCertificates

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

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE **BUSINESS PROFILE**


imran sani bin mohamed hassan

Company Name	: SweetHeart Scarves	Company Registration No.	:	Edit
Type Of Business	: PLT	Business Role	:	Stockist/ Wholesaler
Facebook Page	: SweetHeart Scarves	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Apparel & Accessories
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: Others	Business Website	:	https://www.facebook.com/SHscarvesbyAll/?notif_id=1656382206554489¬if_t=page_fan&ref=notif
Business Related to Your Study Field	: Yes	Type Of Website	:	Mini Site (Landing Page)
		Experience in International Export	:	No

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE

 Ayu Maesarah Binti Sakka

Personal Information

Name	: Ayu Maesarah Binti Sakka	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:		:		
City	:	District	:		
State	:	Postcode	:		
Personal Facebook	:	Personal Instagram	:	null	
Gender	: Female	Race	:	Bumiputra Sabah	
Marital Status	: Single	Special Need Required	:	No	

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	:	AC220B4D	
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	:	8	
Expected Year To Complete Study	: 2024		:		
Related To Study Field	: Yes		:		

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE

 Ayu Maesarah Binti Sakka

Company Name	: SweetHeart Scarves	Company Registration No.	:		Edit
Type Of Business	: PLT	Business Role	:	Product Owner	
Facebook Page	: Sweetheart Scarves	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Fashion & Lifestyle	
Wechat for Business	:	Business Instagram Page	:		
Marketplace	:	Business Website	:		
Business Related to Your Study Field	:	Type Of Website	:		
		Experience in International Export	:		

1.2 MyENT Certificate



 UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020897916
Nama : AYU MAESARAH BINTI SAKKA

Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti : Faculty of Accountancy
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg diceburi : Penjualan tudung
Tempoh Berniaga :
No. Pendaftaran Perniagaan : 202203150645 (003407661-U)
URL Perniagaan : <https://www.facebook.com/SHscarvesbyAI>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 11 Jul 2022
Tarikh Kemaskini :
Tarikh Cetak : 11 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.

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.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)



 UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020489596
Nama : IMRAN SANI BIN MOHAMED HASSAN

Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti : Faculty of Accountancy
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg diceburi : Penjualan Tudung
Tempoh Berniaga :
No. Pendaftaran Perniagaan : 202203150645 (003407661-U)
URL Perniagaan : <https://www.facebook.com/SHscarvesbyAI>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 11 Jul 2022
Tarikh Kemaskini : 11 Jul 2022
Tarikh Cetak : 11 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.

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.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

1.3 SSM Registration

SweetHeart Scarves is a legal business as we had registered our business under Suruhanjaya Syarikat Malaysia (SSM) on 17 Jun 2022.


SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH B)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

SWEETHEART SCARVES STORES
NO. PENDAFTARAN: 202203150645 (003407661-U)

telah didaftarkan dari hari ini sehingga 14 JUN 2023 di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di **CELLARIUM RAFFLESIA, KOMPLEKS
KEMUDAHAN PELAJAR RAFFLESIA UITM SELANGOR, KAMPUS
PUNCAK ALAM, 42300 BANDAR PUNCAK ALAM, SELANGOR**

Bil. Cawangan: TIADA

Bertukik di SISTEM EZBIZ pada 17 JUN 2022.


DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

Uwb2102022 Data P/A No. 17 201407 MYT 2022

2.0 INTRODUCTION TO BUSINESS

2.1 Business Name and Address



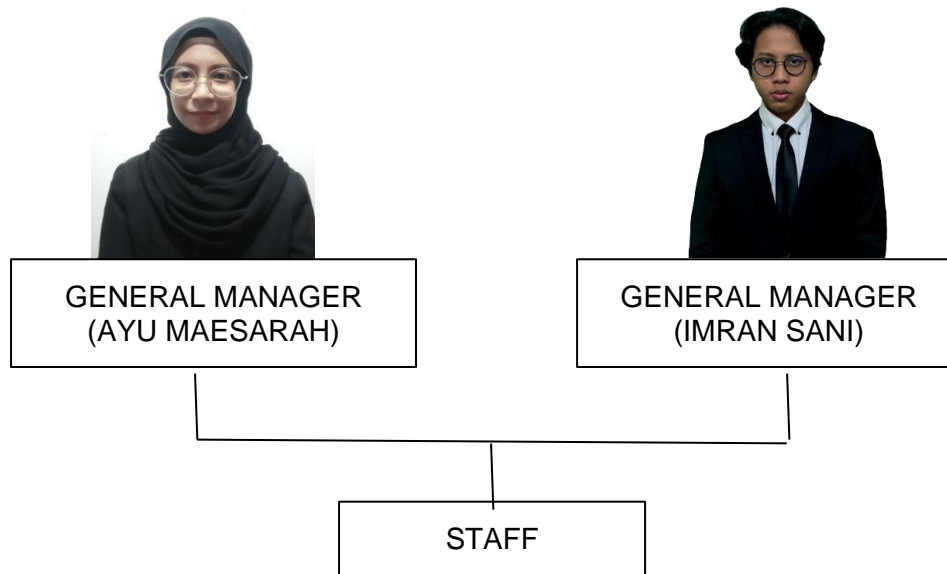
The name of the business is SweetHeart scarves. We decided to use this name based on our product, which is scarves. We sell these types of shawl scarves because they are becoming more popular nowadays. Those scarves have numerous kinds of material and design. We chose the name of SweetHeart because it sounds adorable. Since our target market is women and mostly teenagers, they most likely would be attracted to the charming brand name.

For the business address, since we are not an established brand yet, so we do not have any physical store for the time being. The business mainly operated through an online platform like Facebook and WhatsApp. The main base location was at Puncak Alam, Selangor. From there, we are going to ship our product to customers.

Name of Business	SweetHeart Scarves
Business Address	Cellarium Rafflesia, Kompleks Kemudahan Pelajar Rafflesia, UiTM Selangor, Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor
Corresponding Address	
Telephone Number	
Form of Business	Partnership
Main Activities	Retail Sale of Clothing Product
Date of Commencement	16 June 2022
Date of Registration	17 June 2022
Registration Number	202203150645 (003407661-U)
Name of Bank	Bank Islam
Bank Account Number	

2.2 Organizational Chart

SweetHeart Scarves is a partnership business form and small business that is just starting up. Therefore, our organizational chart only consists of the owners and one staff member.



2.3 Mission and Vision

Mission

- To make hijab shopping enjoyable by offering modest prices to every woman who wants to create her own styles with confidence and beauty.
- To offer customers an excellent quality, stylish and comfortable scarf at an affordable price.

Vision

- To create SweetHeart Scarves as a well-known and top hijab brand in Malaysia for all hijabis.

2.4 Description of Products

SweetHeart Scarves is a business that offers our customers with high-quality shawl scarves at affordable prices. The product that we have is a shawl, but we are not limiting our product to one design only, we have different designs of scarves with different materials (cotton, satin and chiffon) and a variety of colour choices. Customers can purchase any type of shawl or colour based on their personal preferences.

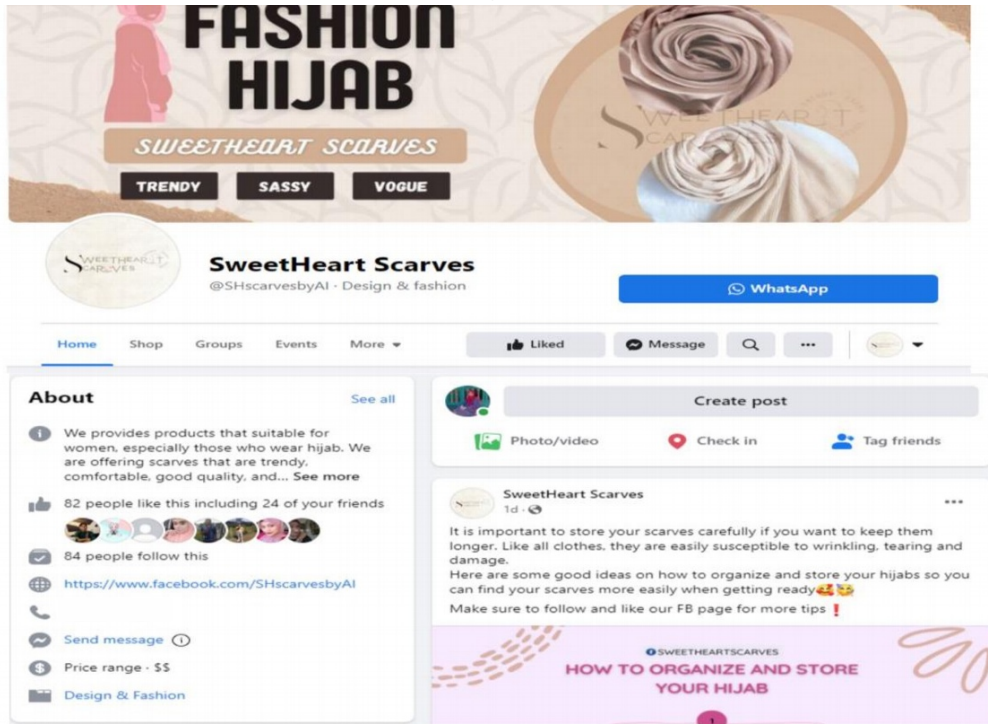
The reason we are selling hijab is because we believe that our product is marketable among female students. We also chose to sell scarves at an affordable price because we want to ensure that all hijabis can be stylish and comfortable while wearing a hijab. We offer high-quality fabric offer high-quality fabric to meet customer demand and satisfaction. We also make our scarves easy to wear so that customers who do not have much time can still look pretty with our scarves. We also offer promotions or sales from time to time so that customers who are unable to purchase it at the regular price can do so during the promotion. This type of promotion or sales helps us in gaining more customers and thus increasing our profits.

2.5 Price List

Product	Price (RM)
Shawl Satin Ombra 	15
Shawl Satin Ombra Printed 	18
Shawl Cotton Eyelash 	20
Shawl Chiffon Pleated 	15
Shawl Chiffon Pleated Printed 	18

3.0 FACEBOOK (FB)

3.1 Creation of Facebook (FB) page



3.2 Customized URL Facebook (FB) page

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

3.3 Facebook (FB) post – Teaser

Teaser 1



Teaser 2



Teaser 3



Teaser 4



Teaser 5



Teaser 6



Teaser 7



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

Hardsell 1

SweetHeart Scarves
May 31

TRENDY AND STYLISH SHAWL ARE EXPENSIVE?!!
Tired of finding stylish shawls with a cheap price? Now not anymore, SweetHeartScarves are offering their shawls at an affordable price.

Living in this fashion era, you should adapt with the trendy environment. People tend to wear fancy shawls to impress others. Why should you buy our shawls? It is because our shawls give you more confidence while seeing others. It will make you more presentable and achieve the professionalism aspect.


If you are interested do visit our website:
<https://www.facebook.com/SHscarvesbyAI/>

Guarantee for customers if our product has defects.
terms and condition apply

First 10 customers will get a promotion on our product, don't miss out!!!

Whatsapp that number if you have any inquiries:

Don't forget to like and share our Facebook page with your friends to keep updated with our products.



Hardsell 2

SweetHeart Scarves
May 31

ARE YOU LOOKING FOR A HIGH PREMIUM QUALITY SHAWL?
Tired of a shawl that won't last for a year due to the low-quality materials. Don't be worried because our shop offers shawls with premium fabric quality like satin and cotton material which is more long-lasting and not easily wrecked due to scratches and pins.

With our product, you won't have to buy your shawl as frequently because we only provide the best for our customers by using high-quality materials to ensure that our customers' demands, and satisfaction can be met. So, what are you waiting for? Grab it now!!!


If you are interested do visit our website:
<https://www.facebook.com/SHscarvesbyAI/>

Guarantee for customers if our product has defects.
terms and condition apply

First 10 customers will get a promotion on our product, don't miss out!!!

Whatsapp that number if you have any inquiries:

Don't forget to like and share our Facebook page to be kept up to date on our product.



Hardsell 3

SweetHeart Scarves
Jun 1

LOOKING FOR AN IRONLESS SHAWLS??
Too lazy or do not have a lot of time to iron your shawls? Not anymore with our ironless shawl. GRAB NOW BEFORE OUT OF STOCK!!!

One day equals 24 hours but some women still don't have plenty of time to prepare for their shawls, especially those who are workaholics that are always busy but need to be presentable for the whole day. Or, you are too lazy to iron your long shawls because it takes plenty of time to make sure the shawls are not crinkled. Then you should buy our shawls and "grab and go".

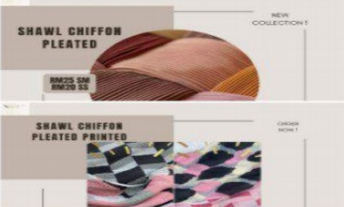
With our ironless shawls now you can say bye-bye to waiting time in the morning just to iron your shawl. By this, you don't need to worry more if you woke up late in the morning for your work.

Guarantee for customers if our product has defects.
terms and condition apply

First 10 customers will get a promotion on our product, don't miss out!!!

Lets order now at:

Don't forget to like and share our Facebook page to keep updated with our products.



Hardsell 4

SweetHeart Scarves
Jun 1

Don't know how to select a shawl material based on the weather?!!
The satin, chiffon and cotton fabric material make our shawl a great choice to wear in all seasons and weather (either in hot or cold weather). They are lightweight and easy to carry all day that allow you to move comfortably when doing anything.


By using our product, you are free to say goodbye to a sweat-scented shawl since our shawl has good air permeability material and flows with the breeze that keeps it cool and suitable to wear day to night.

Guarantee for customers if our product has defects.
terms and condition apply

First 10 customers will get a promotion on our product, don't miss out!!!

Lets order now at:

Follow, like and share our Facebook page to stay updated!



Hardsell 5

SweetHeart Scarves
Jun 2 · 🌐

LOT OF SHAWLS ARE TOO PRICEY FOR YOU?
Check out our catalog and compare it with other shop

Money matters for some people. During this pandemic a lot of people were affected, but this does not mean that you can't be a stylish hijabista, that's why we sell our shawls for an affordable price so that everyone can feel elegant.

With our product you don't have to spend more money when you can get the same quality shawl with an expensive one. Besides, you can save up your money from overspending on expensive shawls and use it for crucial things. **SO GRAB YOURS NOW!!!**


If you are interested do visit our website:
<https://www.facebook.com/SHscarvesbyAI/>

Guarantee for customers if our product has defects.
terms and condition apply

First 10 customers will get a promotion on our product, don't miss out!!!

Whatsapp that number if you have any inquiries:

Follow, like and share our Facebook page to stay updated!



Hardsell 6

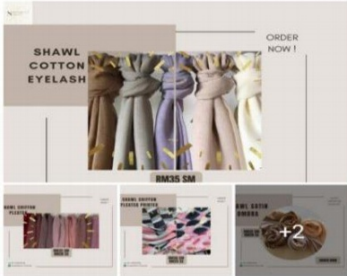
SweetHeart Scarves
Jun 2 · 🌐

TIRED OF WEARING SAME COLOUR OR SAME PATTERN SHAWL?
View our collection for a variety of colour and pattern shawls.

Pick any colours and patterns which you do not have yet in your wardrobe in our catalog. SweetHeartScarves give you a lot of colours and also various patterns of shawl, so you can choose what you like to easily mix and match with your daily outfit. Get it now while stocks are still available.

Click the link to purchase:

Don't forget to follow, like and share our Facebook page to be keep up to date on our product.



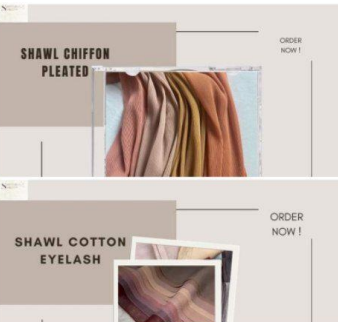
Hardsell 7

SweetHeart Scarves
Jun 3 · 🌐

LOOKING FOR EASY TO STYLE SHAWL!?!?
Having lots of shawls, but it seem not right when I wear it because of the difficulties in style it. some people don't know how to style their shawl, now we are giving you the tutorial to style your shawl easily. By this you can try a variety of trendy styles to wear your shawl.

Click the link to purchase:

Don't forget to like and share our Facebook page with your friends to keep up to date on our product.



Hardsell 8

SweetHeart Scarves
Jun 3 · 🌐


Do you want to take your Outfit Of Today but don't have a new shawl?

Simply be confident and try our product, and you will receive numerous likes on your social media because we know that the social media world will rate you based on your looks and appearance.

Wearing our shawl will make you look good. When you look good, you feel good, which will boost up your mood and self-confidence.

Whatsapp that number if you have any inquiries:

Follow, like and share our Facebook page to be kept up to date on our product.



Hardsell 9

SweetHeart Scarves
Jun 26 · 🌐

LOOKING FOR READY STOCK SHAWLS ? !
Just pick a shawl we will deliver to you immediately 🟢😄

Some people hate to keep waiting for their parcel, now you won't have to wait for a long time because all our products are ready stock. By this, it will help rushing customers who want to wear it immediately. However, don't forget that some of our products are limited edition, so don't forget to grab it as soon as possible or you won't have a chance to try it 🙄

WhatsApp that number if you have any inquiries:

Don't forget to like and share our Facebook page and post to keep up to date on our product ! !



Hardsell 10


SweetHeart Scarves
Jun 26 · 🌐

Are you looking for flowy and cold fabric material shawls ? ?

Shawls made of flowy and cold fabric that are suitable for a loose style. Wearing a shawl loosely has become a popular style, especially among students. It is an easy and simple way to wear a hijab, but still looks stylish and sweet. Loose style gives you a relaxed vibe because it shows up more laid-back and easy-going. You can make it as flowing as you like and cover your 'aurat' as well. So don't wait too long, just get it now!!!

Price included postage 📦
WhatsApp that number if you have any inquiries or to purchase:

Follow, like, and share our Facebook page to stay update 📲



Hardsell 11

SweetHeart Scarves
Jun 28 · 🌐


ARE YOU LOOKING FOR UNWRINKLED SHAWLS???

Wrinkled shawls make you look messy and unrepresentable, but you are an active person who can't keep your shawls tidy or unwrinkled 24 hours 😞

Now not anymore!!! with our pleated shawls, you can do anything comfortably without worrying much about the shawl that might be wrinkled. It also will always keep you presentable for long time when your shawl in hard to wrinkled 📲📲

WhatsApp that number if you have any inquiries:

Follow, like and share our Facebook page for more info!



Hardsell 12

SweetHeart Scarves
6d · 🌐

Hi, shawl lovers!! Meet our collection of the easiest shawl to be worn anywhere 📲 📲
Wearing our shawl collection will create a very elegant look, perfect for both formal and casual wear since it has soft material fabric that falls nicely but still holds in place 😊


So, why need to survey at another shop when our shop has everything you like and need? It can save you money and time by simply shopping on our website 📲 📲

If you are interested do visit our website:
<https://www.facebook.com/SHscarvesbyAI/>

Guarantee for customers if our product has defects.
terms and condition apply

WhatsApp that number if you have any inquiries:

Follow, like and share our Facebook page to stay updated!



Hardsell 13

SweetHeart Scarves
Jun 29 · 🌐

You do not know how to mix and match your shawl and your outfit?
You can have endless possibilities of mix and match with our various colours and patterns of shawl! 🥰
It will go with any outfit you wear, and you won't have to worry about not looking confident because we have a wide range of colours and patterns to mix and match with your Outfit Of Today! 🛒

Try our Ombra Shawls! 🛒
Price included postage

WhatsApp that number to purchase or if you have any inquiries:

Don't forget to like and share our Facebook page to be kept up to date on our product!!



Hardsell 14

SweetHeart Scarves
Jun 30 · 🌐

PROMOTION !!!
Since a lot of people keep supporting our small business, we are giving promotions to all our products. Special for today only as we already on the end of the mid-month of this year, so get your favourite shawl and enjoy 10% off from any of our products. What does it mean about promotion??? It means you can buy more!!!! 🥰🛒

However, we are informing you about the big promotion available only on today, 30th June 2022. So don't miss the opportunity to grab one while stock lasts 🥰🛒

Click this link to get 10% off

Don't forget to like and share our Facebook page to get more promotions!



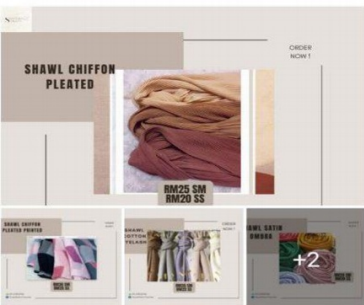
Hardsell 15

SweetHeart Scarves
6d · 🌐

HAVE YOU GRAB ONE OF OUR COLLECTIONS ???
Do check our FB page, to see what shawl we are selling. We are selling a lot of trendy and comfortable shawls for you. A lot of choices for you to pick, so you don't need to survey other shops to find your chosen shawls 🥰🛒

Price included postage
Click the link to buy:

And don't forget to follow, like and share our Facebook page to keep updated with our products



Hardsell 16

SweetHeart Scarves
6d · 🌐

Do you love minimal style?? Grab our shawls now to fit for any occasions and can be simple to match and style with any of your outfit colours! 🛒

Minimalism shows the stillness of perfection. Some people prefer simple styles because they presume that "less is more" and want to look elegant by keeping their style minimalist! 🥰🛒

Our products are mostly neutral in colour and have a calming and simple vibe that reflects a minimalist, so anyone interested in keeping things simple especially when wearing a shawl, should take a look at our collection 🥰
Do try our pleated shawl 🛒
Price included postage

Click the link to buy 🛒:

Follow, like and share our Facebook page to stay updated!!



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

Softsell 1

SweetHeart Scarves
Jun 18 · 🌐

Hello hijabis! To keep your shawl's quality long last, follow some of our tips ✨
Like and follow our FB page to get more tips!

HIJAB CARE TIPS

- HAND WASH ONLY
- WASH IN MILD TEMPERATURE
- MEDIUM HEAT/STEAM IRON RECOMMENDED
- FLAT DRY
- DO NOT WRING THE SCARF

@SWEETHEARTSCARVES

Softsell 2

SweetHeart Scarves
Jun 18 · 🌐

Hey lovelies! Still confused about how to choose a scarf's colour that suits your skin? Here's some tips for you 🥰🥰
Want more tips? Be sure to follow and like our page!📺

TIPS CHOOSING A SHAWL COLOUR BASED ON SKIN TONE

- LIGHT SKIN**: Choose colors that enhance your skin, such as pastels, light pinks, and soft purples. These colors make your face look more radiant and bright.
- BRIGHT YELLOW SKIN**: Choose vibrant colors that make your skin look bright and healthy. Bright yellows, oranges, and reds are great choices. Avoid colors that wash you out.
- MEDIUM SKIN**: This skin tone can wear almost any color, but earthy tones like olive, mustard, and deep blues are particularly flattering. They add depth and richness to your complexion.
- DARK SKIN**: Bright and deep colors, such as bright reds, oranges, and yellows, look great on dark skin. If you have a warm undertone, you'll love your face glow.

@SWEETHEARTSCARVES

Softsell 3

SweetHeart Scarves
Jun 20 · 🌐

Here is a simple tutorial on how to wear your pleated shawl 🥰
Stay tuned, follow and like for more shawl tutorials! 🥰🥰

SHAWL TUTORIAL
PLEATED SHAWL

TIPS:

- USE HAIR/HIJAB SPRAY
- IRON HIJAB PROPERLY
- CHOOSE AN INNER SCARF THAT IS COMFORTABLE FOR YOU
- HAIR BUN OR SCRUNCHY SHOULD NOT BE EXCESSIVELY THICK, HEAVY, OR TALL

@SWEETHEARTSCARVES

Softsell 4

SweetHeart Scarves
Jun 20 · 🌐

Awning scarfs that's not on point spoil your mood and confidence? Here's some ideas to keep your shawl in good shape and on point 🥰
Follow and like for more tips!📺🥰

IDEAS FOR AWNING SHAWL STAY ON POINT

- USE HAIR/HIJAB SPRAY
- IRON HIJAB PROPERLY
- CHOOSE AN INNER SCARF THAT IS COMFORTABLE FOR YOU
- HAIR BUN OR SCRUNCHY SHOULD NOT BE EXCESSIVELY THICK, HEAVY, OR TALL

@SWEETHEARTSCARVES

Softsell 5

SweetHeart Scarves
Jun 21 · 🌐

When wearing your hijab, it is important to look elegant and confident to ensure your appearance is attractive and charmi... See more

TIPS WHEN WEARING A HIJAB

The main purpose of hijab is to present modestly but you can still be elegant by not overdo it when wearing a hijab

DOs

- Wear colors that you feel confidently beautiful in
- Choose colors according to your skin tone and under tone
- Frame the hijab around your face in whatever style is most comfortable for you
- Use pins to keep the hijab tightly in place
- Style your hijab according to your dress in order to give a good and decent look

DONT's

- Don't wear such colors that would make your skin color look washed out
- Don't overdo the pins that they start showing or looking bad
- Don't wrap the hijab too tight around your neck that you start having trouble breathing

@SWEETHEARTSCARVES

Softsell 6

SweetHeart Scarves
Jun 21 · 🌐

Here's one of my favourite basic daily style to wear the ombra shawl 🥰🥰 very easy and simple, you guys should try!📺

SHAWL TUTORIAL
OMBRA SATIN SHAWL

@SWEETHEARTSCARVES

Softsell 7



The colour of your clothes and the matching scarf are very important in portraying you as a fashionista. Mismatched colours can make you appear odd and unattractive. So, follow some of our tips to stay trendy and fashionable

Like and follow our FB page to get more tips!



Softsell 9



You are afraid to try to style your shawl because it is difficult, and you are unsure which style to wear? Save this tutorial as a reference because it is so simple to follow and wear!

Want more shawl tutorials? Be sure to follow and like our page!



Softsell 11



Minimalist looks are trendy right now because they allow your body to speak for itself with effortless minimalist looks. It also represents to us the concept of "buy less, choose well, make it last"

So, here's some tips to those who prefer a simple style and to discover how to start your minimalist look

Want more tips? Be sure to follow and like our page!



Softsell 8



Choosing the right hijab for your facial features is not an easy job, especially in today's world where modest fashion is booming and creating infinite styles and designs. A hijab style that perfectly matches your face shape is a key element that gives you a flawless and fashionable appearance. Here are some simple tips that may be useful to you



Softsell 10



This is a problem that most hijabis face, especially when it is hot and humid because we are constantly sweating and the hijab or scarf is absorbing the sweat. Here are some great tips that you can say goodbye to a sweat-scented shawl! Let us know how these tips work out and do share with us any tips that you might have that have worked out well!

Follow and like for more tips!



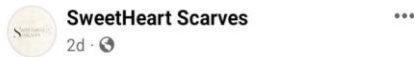
Softsell 12



Here are some simple and trendy styles you can try when wearing your ombra shawl. Hopefully this tutorial helps you to create a new hijab style look. Make sure follow and like our FB page for more shawl tutorials!



Softsell 13



Hello everyone! Here's some tips on how to iron your shawl in the right way!✅ Hope these tips will help you 🥰🌸

Like and follow our FB page to get more tips!



Softsell 15



Shawl tutorial for easily styling your pleated shawl! 🥰👩🏻
Which style do you prefer? Comment! 😊

Follow and like for more shawl tutorials! 😊



Softsell 14



No hijab is complete without hijab pins. What kind of pins do you prefer? What problems have you had with hijab pins? Here is some information you may not be aware of about hijab pins 🥰📌📌

Follow and like for more helpful information 😊



Softsell 16



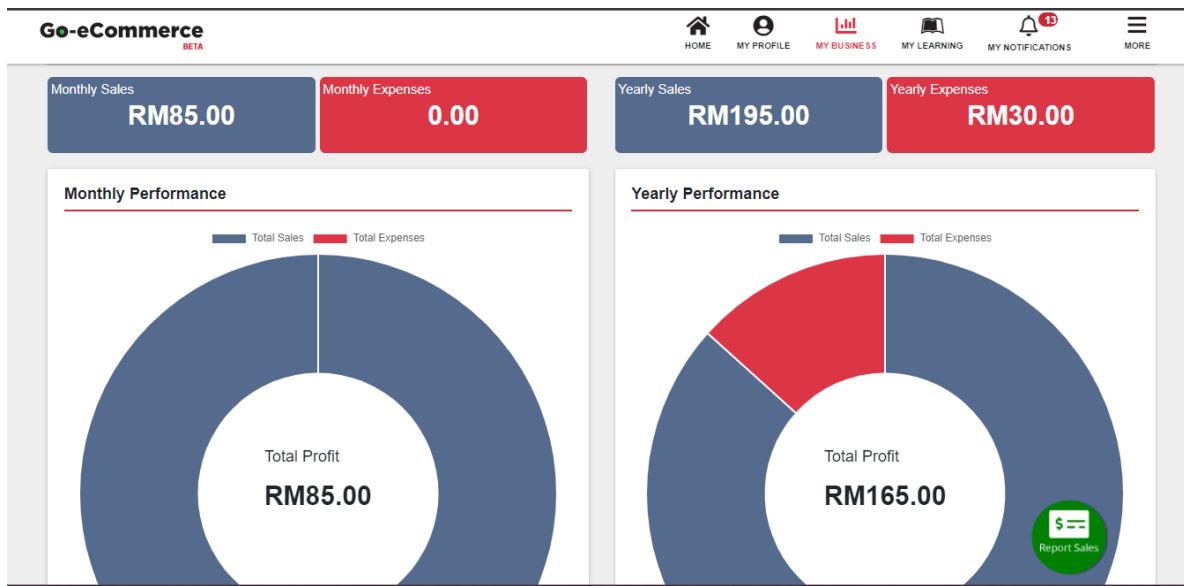
It is important to store your scarves carefully if you want to keep them longer. Like all clothes, they are easily susceptible to wrinkling, tearing and damage.

Here are some good ideas on how to organize and store your hijabs so you can find your scarves more easily when getting ready 🥰👩🏻

Make sure to follow and like our FB page for more tips !



4.0 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
SweetHeart Scarves	30/04/2022	expenses				Others	Others	30	Plastic packaging and receipt book
SweetHeart Scarves	01/05/2022	online	Social Media		40				Shawl pleated plain - 1 Shawl pleated printed - 1
SweetHeart Scarves	17/05/2022	online	Social Media		45				Shawl ombra plain - 1 Shawl Ombra printed - 1
SweetHeart Scarves	09/06/2022	online			25				Shawl cotton eyelash
SweetHeart Scarves	09/07/2022	offline			85				Shawl pleated plain - 3 Shawl pleated printed - 1

5.0 CONCLUSION

In conclusion, Facebook is a great medium for start-up businesses to introduce and promote their product as well as connect their business with customers through online. All the tools provided in Facebook make it easier to promote products and grow businesses. Selling online using social media platforms has become a preference by most of the startup entrepreneurs since people nowadays are more into online where they can search and find information easily before deciding to purchase something they want. On Facebook, they can find all the information they need and read some feedback or reviews left by other customers. Facebook does help businesses to grow and reach more customers. Although the platform we use is good enough, we still need to develop our skills and knowledge on how to attract more customers. For example, we need to know what kind of image and caption to post on social media to attract users' attention. It is important to have a combination of a great platform and the ability to attract customers for a business to grow. The most critical part of our business is the product we sell. It should be a product that the customer needs and has added value to set it apart from competitors.

Then, it will keep us from becoming an out-of-date businessperson and instead help us grow by allowing us to keep pace with our current development. Hence, as a start-up business using a Facebook page, we were capable of achieving some of our goals with success and will continue to do so in the future by growing and conducting our business through other social media platforms, as well as by improving our marketing strategy to accomplish our mission and vision.