

PORTFOLIO

 ***RYHA*** ***STORE***

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INTRODUCTION



- Ryha Store is an **online** footwear store
- Selling **original** products
- Various **local** and **international** brands
- We serve **direct purchases**, **COD**, and **marketplace** transactions

CONTENT

FEED



main page;
pict, brand, type,
and size

BANNER



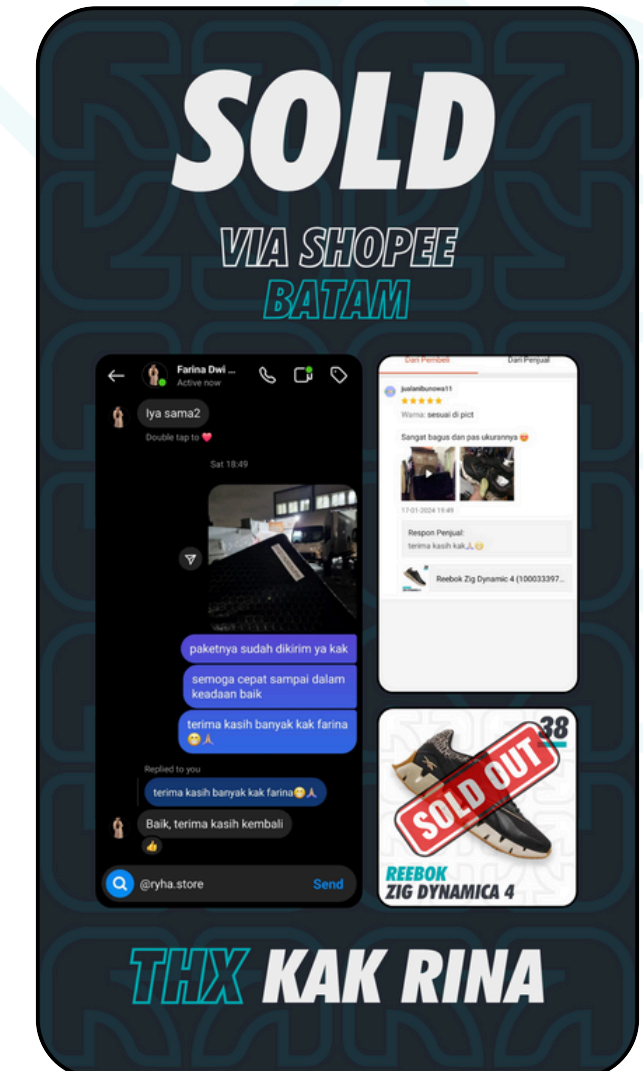
ads media;
tagline

POSTER



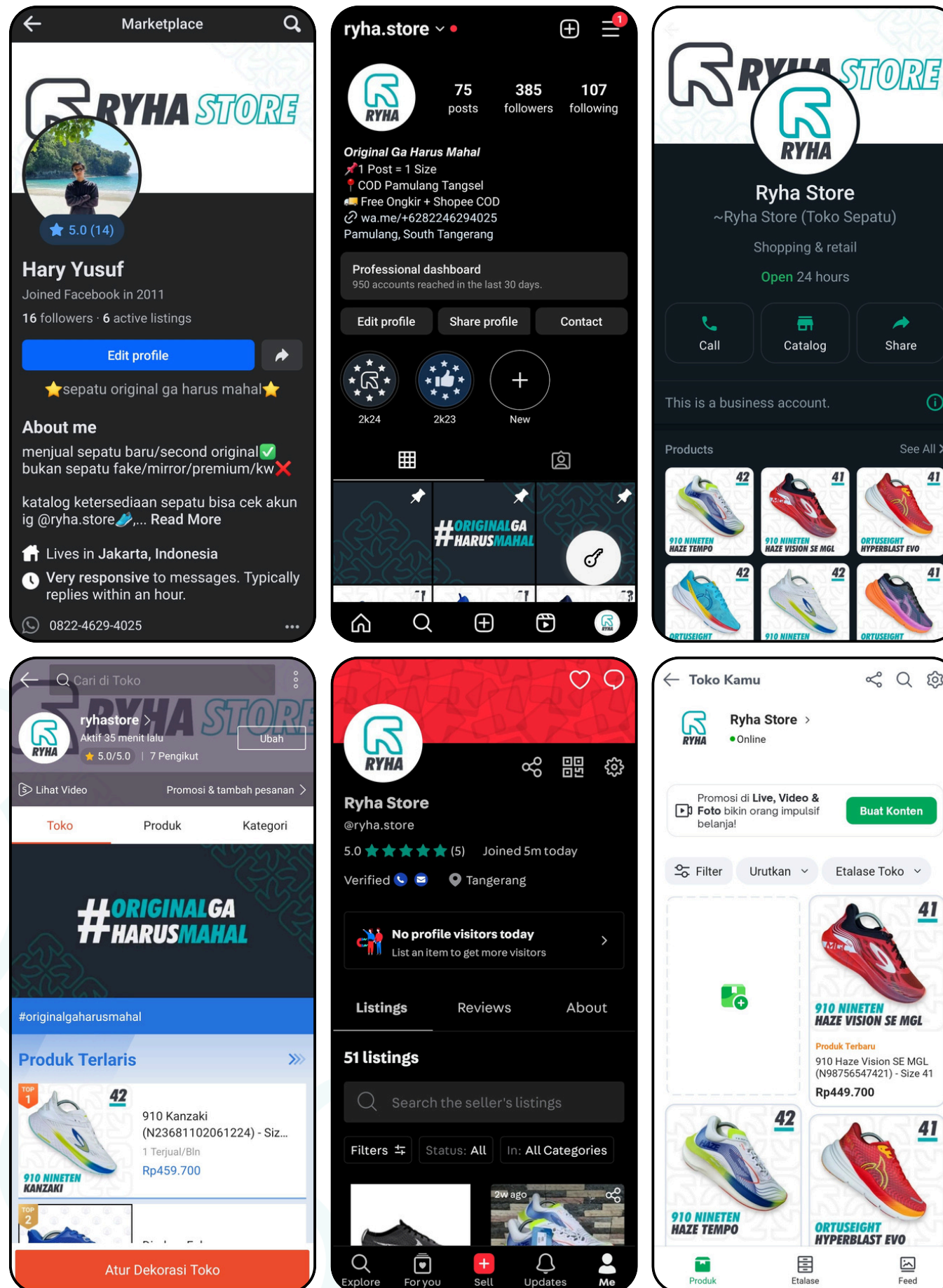
ads media;
footwear stock
and contact

TESTI



feedback;
channel, location,
chat, rating/pict, feed,
and customer name

SOCIAL MEDIA

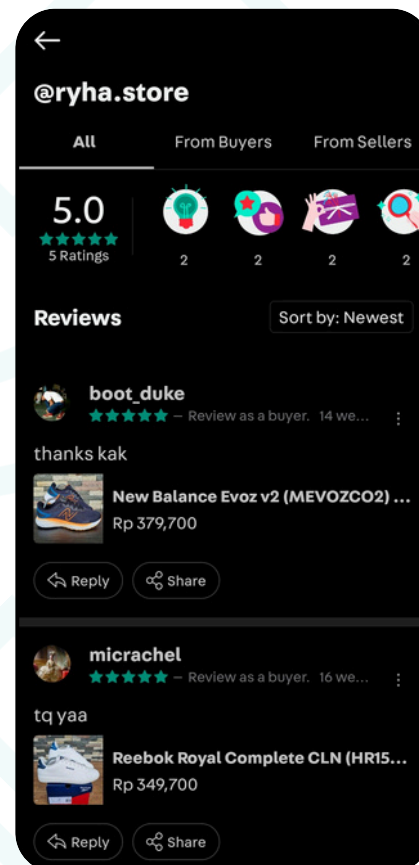
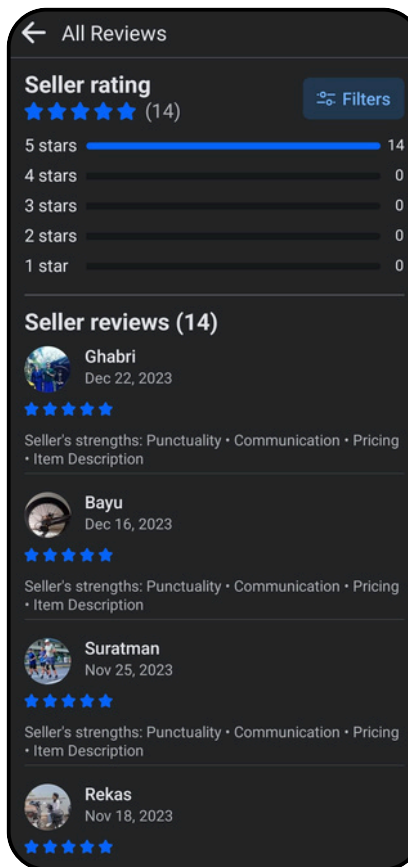
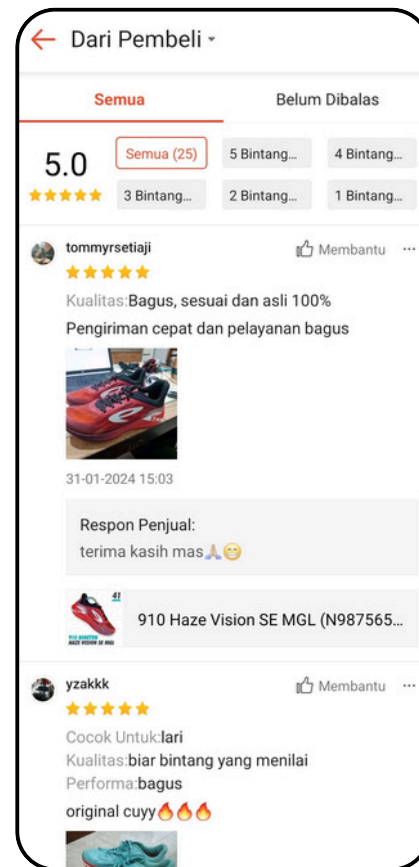


MARKET PLACE

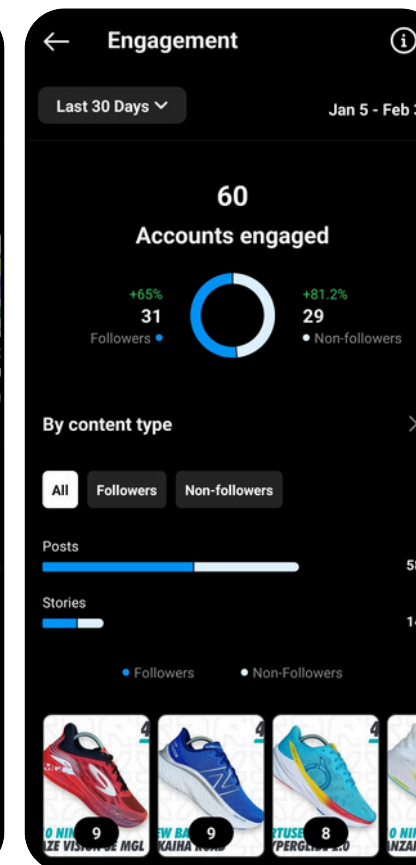
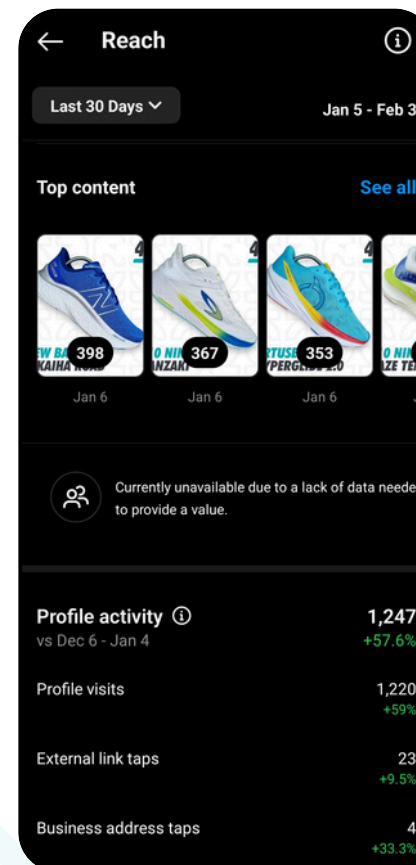
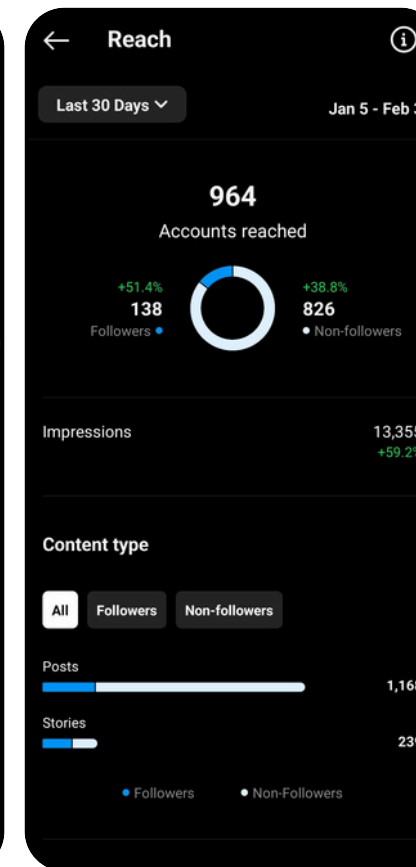
MARKETING CHANNEL

- The marketing channels used are **social media** and **marketplace**
- Social media: **facebook**, **instagram**, and **whatsapp business**
- Marketplace: **shopee**, **carousell** and **tokopedia**

RESULT & ANALYSIS



5/5 rating
shopee,
facebook,
carousell



Instagram | Jan 5 - Feb 3

385+ followers

13,355 impressions

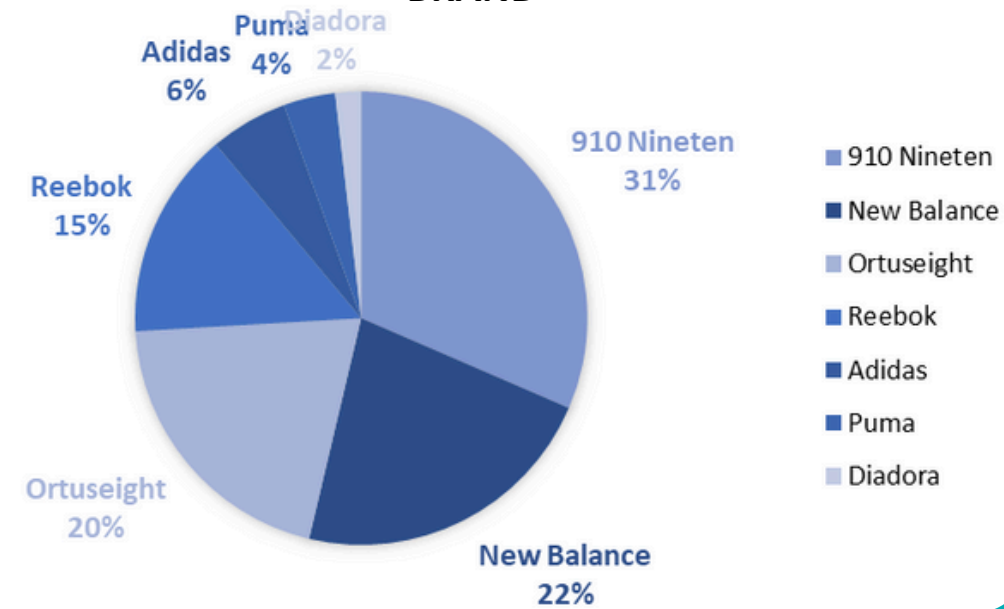
1,220 profile visits

964 account reached

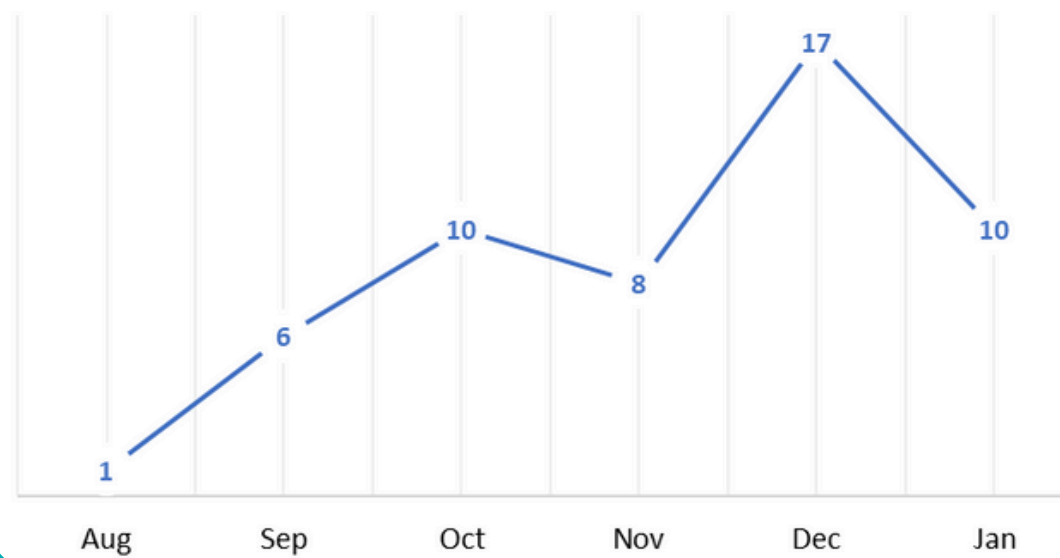
60 account engaged

RESULT & ANALYSIS

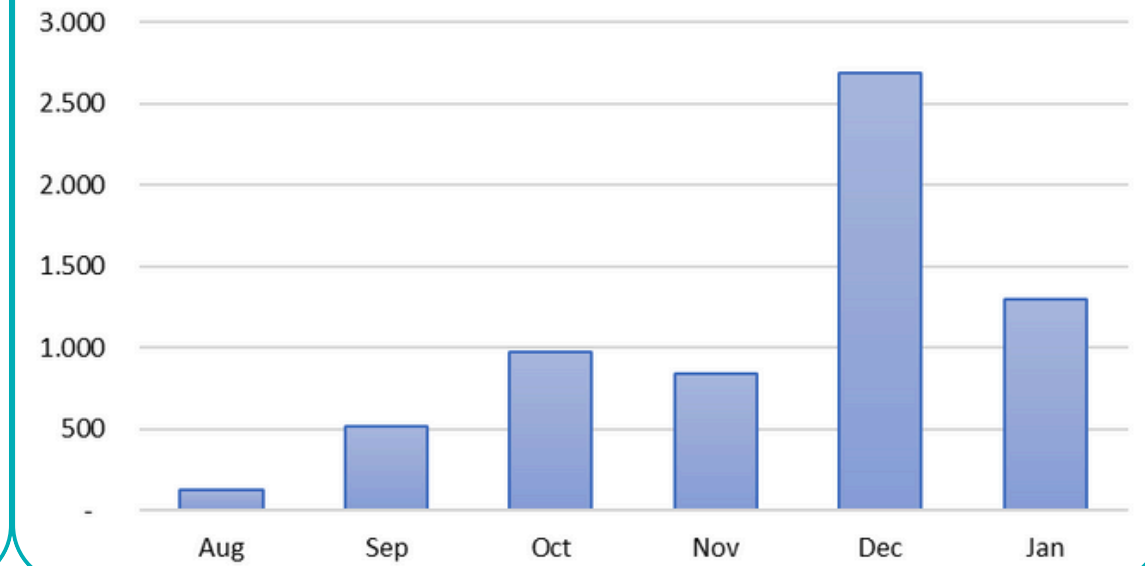
BRAND



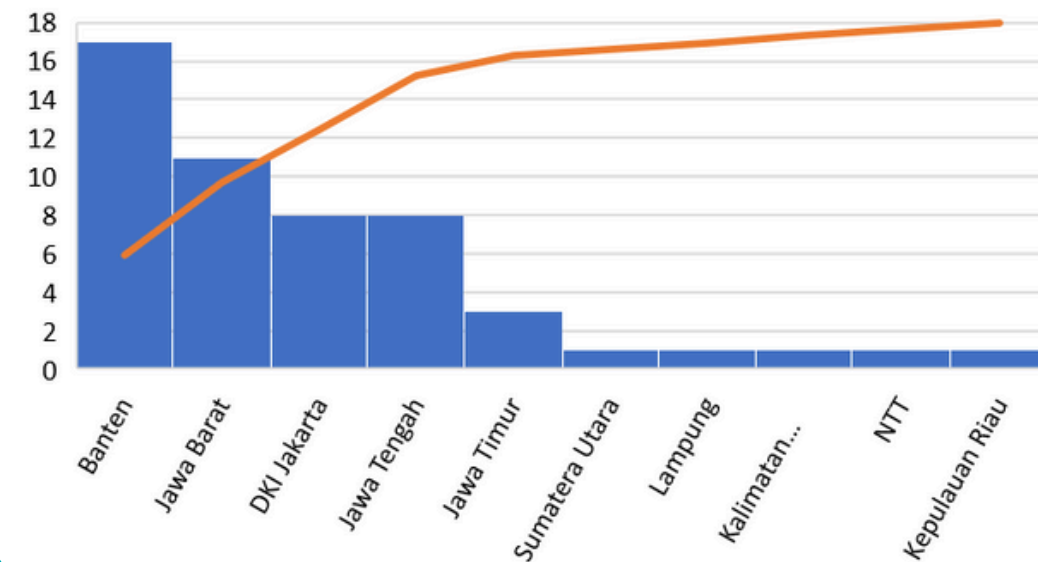
SOLD BY MONTH



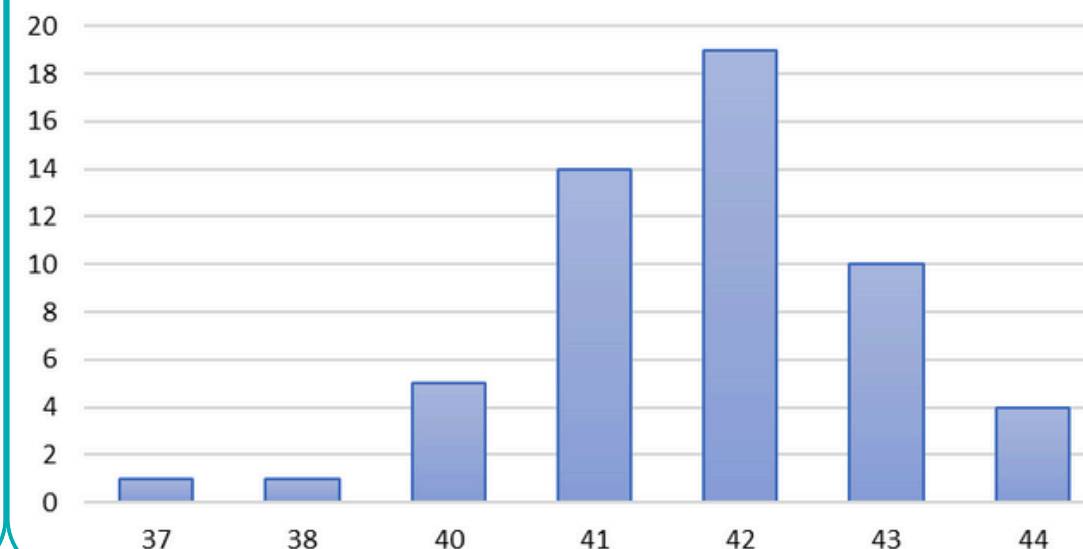
PROFIT



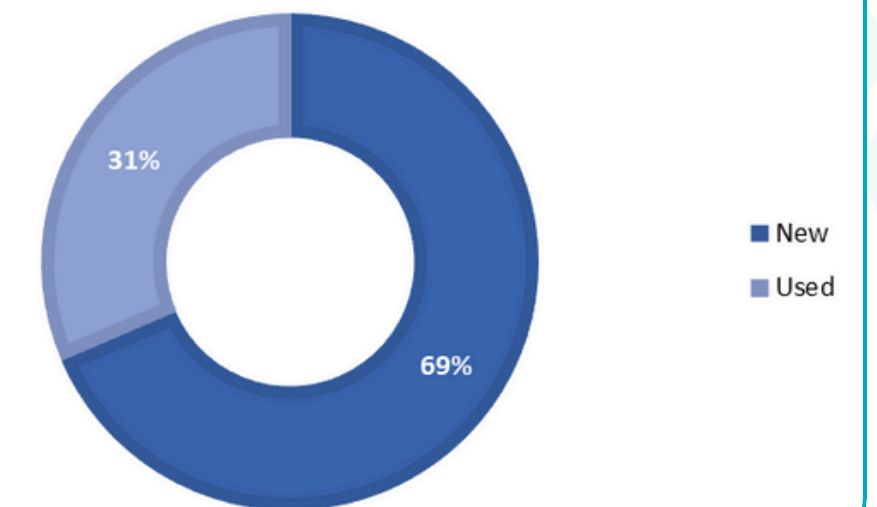
LOCATION



SIZE



CONDITION



Between Aug 2023 - Jan 2024, over 50 products were sold with a profit margin of 38%



CONTACT ME | CLICKABLE



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