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Grammar-5. Format-5. Teaser-2 likes-3 fb page-3

FACULTY OF BUSINESS AND MANAGEMENT

BA247 BACHELOR OF BUSINESS MANAGEMENT TRANSPORT (HONS.)

ENT530 PRINCIPLES OF ENTREPRENEURSHIP (530K)

SOCIAL MEDIA PORTFOLIO



PREPARED BY

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PREPARED FOR:

ENCIK RASLAN BIN NORDIN

SUBMISSION DATE:

31 JULY 2022

Acknowledgement

In the name of Allah, the Most Gracious and the Most Merciful. First and Foremost, Alhamdulillah we managed to finish this assignment while gaining new knowledge and skills. Thank you Allah for the abundance of blessings, help and strength He has blessed us with throughout our journey on completing this assignment. Not to be forgotten, salutations, peace and blessings to the Prophet Muhammad SAW whom inspired us to be grateful and have patience in every aspect of life.

This assignment would not have been made possible without the cooperation, effort and motivation contributed by the group members namely Aisya Sofea Binti Zainul Ekhwan and Kamilia Binti Komaruddin. All the sacrifices and the time spent in making this assignment and business a reality was what made us resilient and motivated to keep pushing through against all odds. Honourable mention goes to the likers and commenters of our Facebook page which encouraged us to keep posting and offer the best quality of products for our customers. Special thanks and love given to our customers, without them this assignment and business would not have been successful. Thank you from the bottom of our hearts.

An utmost appreciation goes to Encik Raslan bin Nordin, our Principles of Entrepreneurship lecturer who taught us valuable knowledge and for giving us guidance in making this project. Needless to say, the patience and kind consideration Sir Raslan has given us are highly regarded as he has been so understanding and kind in attending to our inquiries.

Last but not least, we would like to express sincere gratitude and thankfulness to our family members for being understanding and for the motivations given throughout the journey of our learning process. We are able to endure and have strength partly inspired by the encouragement given by our families. Not to mention, friends and classmates. Thank you for helping and attending to our question which helped us to complete this assignment properly and timely. We are eternally grateful for the compassion given.

Sincerely from us,

Thank you everyone who has taken part in our journey directly and indirectly.

Executive Summary



Figure 1: Totobaggu by SofeaKamilia's logo

Totobaggu by SofeaKamilia was established with the goal of offering affordable, stylish, and unique tote bags to our target market that consists of young adults aged from 15 years old to 30 years old. Totobaggu's main purpose is so that everyone can own a tote bag that not only allows them to carry their desired things but can also be a fashion accessory. Totobaggu is still relatively new in the market when compared to other brands, but with its newly released collection, The Elements and Citrus, the brand managed to capture the attention of locals. Aisya Sofea and business partner Kamilia launched the brand in May 2022. They both decided to use the name Totobaggu, which was suggested by the founder, Aisya, and subsequently accepted to use by Kamilia for their tote bag business. Totobaggu is a Japanese term that means "tote bag."

Orange and purple, which are the theme colours for the business, are used to showcase the bright, fun and youthful concept of Totobaggu's tote bags that are deeply influenced by the Japanese fashion scene. To add significance to the name, they decided to merge both of their names to demonstrate the uniqueness and collaboration of the business's key personnel in developing Totobaggu in the market. This online based business, uses social media to advertise its products and engage with customers via Facebook and Whatsapp. Totobaggu by SofeaKamilia has a shipping system, where we deliver the orders received twice a week, on Tuesday and Friday using local couriers. This way, our clients are ensured to receive their tote bags on time. Thus far, they have released two tote bag designs, Elements and Citrus. The brand's current collection has been a big success, with one of their products selling out within a week of release.


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1.0 Go-e-commerce registration form and MASMED certificates

1.1 Go-e-commerce registration form

PERSONAL PROFILE BUSINESS PROFILE


**Aisya Sofea Binti
Zainul EKhwan**

Personal Information


Name	: Aisya Sofea Binti Zainul EKhwan	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:	null	
Personal Facebook	:	Race	:	Malay	
Gender	:	Special Need	:	No	
Marital Status	:	Required	:		

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS (6) MORE

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

PERSONAL PROFILE BUSINESS PROFILE


Kamilia binti komaruddin

Personal Information

Name	: Kamilia binti komaruddin	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:	null	
Personal Facebook	:	Race	:	Malay	
Gender	:	Special Need	:	No	
Marital Status	:	Required	:		

Institution Information [Add New](#)

UiTM Puncak Alam - Entrepreneurship Semester Mar 2022

Type of Institution	: IHL	Institution List	: Universiti
State of Institution	: Selangor		: Teknologi MARA
Address of Institution	: Universiti	Name of Institution	: UiTM Puncak Alam
	: Teknologi MARA	City	: Puncak Alam
	: Cawangan	Postcode	: 42300
	: Selangor Kampus		
	: Puncak Alam,		
	: 42300 Bandar		
	: Puncak Alam,		
	: Selangor, .		
District of Institution	: Kuala Selangor		
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: Entrepreneurship	Class Name	: ENT530K
	: Semester Mar	Year Enrolling the subject	: 2022
	: 2022		
Subject Name	: Principle of	Lecturer Name	: Raslan Nordin
	: Entrepreneurship	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		

Edit Delete

Go-eCommerce

HOME
MY PROFILE
MY BUSINESS
MY LEARNING
MY NOTIFICATIONS
MORE

Type of Institution	: IHL	Institution List	: Universiti Teknologi
State of Institution	: Selangor		: MARA
Address of Institution	: Universiti Teknologi	Name of Institution	: UiTM Puncak Alam
	: MARA Cawangan	City	: Puncak Alam
	: Selangor Kampus	Postcode	: 42300
	: Puncak Alam, 42300		
	: Bandar Puncak Alam,		
	: Selangor, .		
District of Institution	: Kuala Selangor		
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: Entrepreneurship	Class Name	: ENT530K
	: Semester Mar 2022	Year Enrolling the subject	: 2022
Subject Name	: Principle of	Lecturer Name	: Raslan Nordin
	: Entrepreneurship	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		

Edit Delete

PERSONAL PROFILE

BUSINESS PROFILE



**Aisya Sofea Binti
Zainul Ekhwan**

Company Name :
Totobaggu by
SofeaKamilia
Type Of Business :
Enterprise
Facebook Page :
https://www.facebook.com/Totobaggu-by-SofeaKamilia-102365079149945/?ref=pages_you_manage
Wechat for Business :
Marketplace :
Others :
Business Related to Your Study Field :
No

Company Registration No. : TR0267067-X
Business Role : Product Owner
Business Category/Business Sub-Category : Apparel, Health & Beauty / Apparel & Accessories
Business Instagram Page :
Business Website :
Type Of Website :
Experience in International Export : No

Edit

1.1 Mased certificates



2.0 Introduction of business

2.1 Name of Business

Fully operating online, our business named Totobaggu by SofeaKamilia was first launched to the public on 13th of May 2022. The name 'Totobaggu' was initially suggested by the founder of the business, Aisya Sofea to then business partner Kamilia which both of them agreed on using Totobaggu as the name for their tote bag business. The word 'Totobaggu' is actually a Japanese word that means tote bag. Heavily inspired by the Japanese fashion scene and Japanese big tote bag brands such as Rootote and Creer, the name Totobaggu is used to conceptualize the idea of Japanese trendy and youthful tote bags into our own products. The purpose is so that customers get to experience a casual and colorful Japanese fashion trend in our tote bags. To further add meaning to the name, we decided to combine both of our names, the key persons and owners of the business which Sofea represents the founder and the art director of the business, Aisya Sofea while Kamilia represents the creative lead and sales manager, Kamilia Komaruddin. By doing so, it showcases the originality and cooperation of the key persons of the business in establishing Totobaggu to the market.

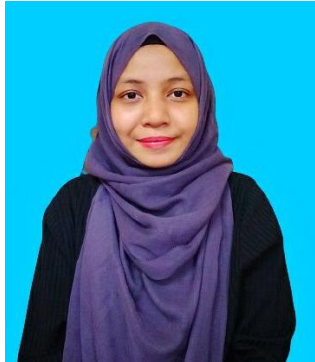
2.1 The address of the business

Address of the business	
-------------------------	--

Since Totobaggu by SofeaKamilia is an online based business, our business mainly operates on social media which are Facebook and Whatsapp. However, our headquarter (HQ) is situated in Seremban, Negeri Sembilan where it is located near the founder, Aisya Sofea's house. The main reason why the business operation is done in Seremban is because it is in close proximity to the supplier, so it is easier to do quality control and to ensure the operations of our business go smoothly. One other reason as to why we chose to locate our HQ in Seremban is because, after doing a thorough survey, Seremban particularly in Taman Warisan Puteri is the most strategic place where we can save a lot on the expenses of our business operation since the pricing rate in

Seremban is much cheaper. Hence, we can save on the utilities and printing expenses by operating here.

2.2 Organizational Chart of the Business



AISYA SOFEA BINTI ZAINUL EKHWAN
FOUNDER
CREATIVE ART DIRECTOR



KAMILIA BINTI KOMARUDDIN
CREATIVE LEAD
SALES MANAGER

Figure 2: The key persons of the business

NAME	POSITION	JOB SCOPE
AISYA SOFEA BINTI ZAINUL EKHWAN	<ul style="list-style-type: none"> ● FOUNDER ● CREATIVE ART DIRECTOR 	<ul style="list-style-type: none"> ● Planning advertisements and marketing campaign for business ● Shaping brand standard ● Initializing new design ideas ● Develop business plan ● Do quality control and monitor the production process

<p>KAMILIA BINTI KOMARUDDIN</p>	<ul style="list-style-type: none"> ● CREATIVE LEAD ● SALES MANAGER 	<ul style="list-style-type: none"> ● Responsible for developing the design of a product ● Ensuring the end product is the same as design of the product ● Overseeing the creation of art elements ● Directing sales activities ● Setting discount rates and determine price schedules
-------------------------------------	--	--

2.3 Mission & Vision of the business

Mission	Vision
<p>Mission: Giving the locals experience of having Japanese Fashion accessories.</p>	<p>Vision: To maintain and further establish our brand as the industry's largest wholesaler.</p>

2.4 Description of products

True to its name, Totobaggu by SofeaKamilia is a business that specializes in producing tote bags of premium quality with vibrant and youthful designs. As mentioned above, we are deeply inspired and influenced by the Japanese bold and colourful fashion culture which we combined with our own addition of vibrant concepts to produce edgy, fresh and uniquely designed tote bags. Our tote bags are also known for its premium and high-quality material used by which we used canvas for our bags as canvas is recognized for its durability, can withstand heavy weight and also washable. Totobaggu's bags come with a small pocket inside, allowing wearers to store essential items such as jewellery, pins, earphones, airpods or charger. The bags are also equipped with zippers so that the wearer need not worry about the safety of their items inside the bags.



Figure 3: The inside of our tote bags

The Elements



Figure 4: The Elements tote bag

Our first collection, The Elements that was launched on 18th of July 2022 centered around the four ancient elements which are water, earth, fire and air. The four main colours incorporated in the design each symbolizes the four elements; Pink is fire, Green is earth, Yellow is air while Blue is water. Since this is our very first product and collection, we kickstart our concept by using vibrant and bold colours to represent our edgy style so that customers can look forward to Totobaggu's products. What's more unique and special in the collection, we also hand drawn the botanical symbol inside the colours. We strongly believed that adding personal touch and originality in designs are essential to gain customers' trust and ensure satisfaction in our products.

Citrus



Figure 5: Citrus

Due to the surprising response and demands for The Elements bags from our customers, we were delighted to release our second tote bag collections, Citrus. This newly released bags still maintain the same vibrant concept, however this time, we wanted to bring out the bright and fresh side of our brand and products, to which this design centralized on oranges or more specifically citrus. The bright coloured oranges showcases cheerfulness and fun side of the wearer, combined with the greens of the leaves leaving a fresh and cool impression of others to the wearers who donned our bags.

2.5 Price List

Products	Price
	RM 29
	RM 29

Figure 4: The tote bag collections and price list

Aside from wanting to be the sought-after tote bag brand in Malaysia that incorporates Japanese fashion culture in our products, we deeply value our customers' opinions. Regarding this, both of our tote bag collections, The Elements and Citrus are priced at RM 29. This price is decided after doing a thorough survey from the competitors, Cotton On and SHEIN. Furthermore, we also seek to offer affordable bags with premium bag quality and exceptional designs that everyone can afford. This way, our customers get to experience the bright, colorful and fresh concept that we embody in Totobaggu products.

3.0 Facebook (FB)

3.1 Facebook page



3.2 Facebook (FB) page URL

<https://www.facebook.com/Totobaggu-by-SofeaKamilia-102365079149945>



3.3 Facebook post - Teaser

We use teaser to give sneak peek of our soon to be released products to grab customers' attention and pique their interest. Here are the teasers that we created and posted on our FB page.



3.4 FB post - Copywriting (Hard sell)

We use hard sell to encourage customers on purchasing our tote bags. Attached here is 16 hard sell postings that we use in our FB page.



Totobaggu by SofeaKamilia
28 July at 19:12 · 🌐

Hello totebag lovers! Do you know you can save RM8 if you buy it right now? So, what are you still waiting for? Now is the time to place your order! 🥰👉

Save Your Money!

RM 50

Save RM8!!

Totobaggu by SofeaKamilia
2 d · 🌐

Hello totebag lovers, We're here to tell you that our combo pack sale has been extended until today, so what are you waiting for? Place your order now!

How To Order?

Send Us Your Order Via Whatsapp Press Link At Bio!

Totobaggu by SofeaKamilia
18 July at 15:31 · 🌐

Here it is, our long awaited tote bag collection, The Elements. Get yours now while stock lasts. 🥰
Price : RM 29
(price excluding shipping fee)

ELEMENTS

AND DRAW BOTANICAL

Totobaggu by SofeaKamilia
29 July at 21:35 · 🌐

Hello, our dearest customers! We're sorry to inform you that our first design elements bag has already sold out, but don't worry, citrus is still available in limited quantities, so grab it while you can! 🥰👉

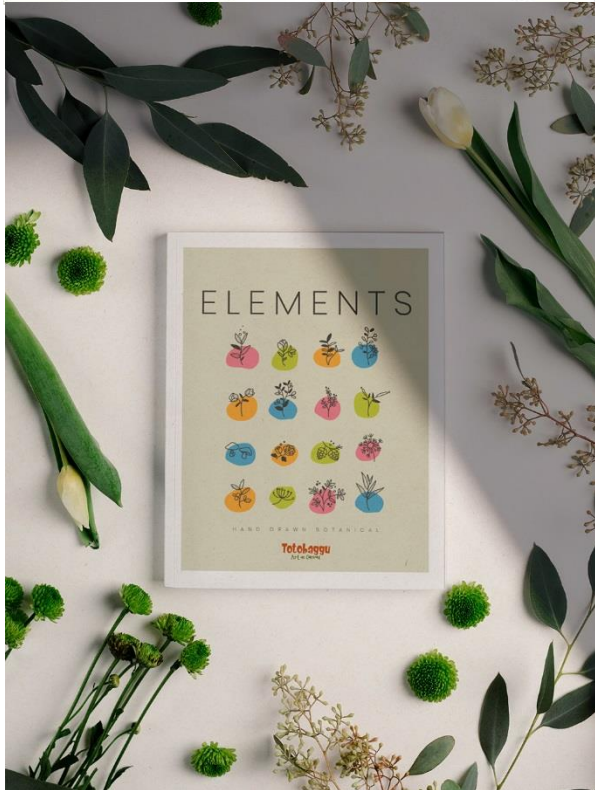
Ohh Ohh!

Our Elements bag are all sold out!

But don't worry! Citrus is still available to grab!

Totobaggu by SofeaKamilia
20 July at 22:00 · 🌐

Been feeling like wearing something colourful yet elegant? With The Elements tote bag, you will definitely look vibrant and trendy. Not to mention our spacious bag compartment, you can put anything you like in it. Now is your lucky day because The Elements tote bag is waiting for you! Go get yours NOW!



Totobaggu by SofeaKamilia
21 July at 20:15 · 🌐

Hi tote bag lovers! Have you ordered your Elements tote bag yet? Do contact us to experience the vibrant aura of our bags.

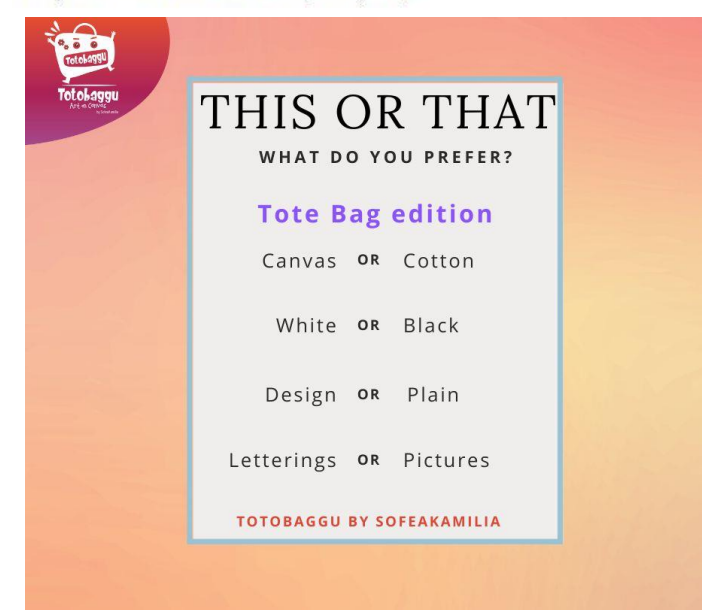


Totobaggu by SofeaKamilia
22 July at 22:00 · 🌐

Let's play a game. Choose what you prefer in a tote bag. 😊 By the way, TOMORROW is the perfect time to purchase our tote bags as The Elements tote bag will be going on SALE !! 🎉 🙌 Do mark you calendar, starting tomorrow at 8 am, our Elements tote bag can be purchased with the price of only RM 25! Limited time and quantity only.

Totobaggu by SofeaKamilia
24 July at 16:56 · 🌐

Hi tote bag lovers! The special weekend sale is still going on and will end in few hours. Our stocks are thinning as well. Click the link in our page to purchase 😊



Totobaggu by SofeaKamilia
 22 July at 23:55 · 🌐

Attention, Big Sale coming up !! Few hours from now, you are able to purchase our Elements tote bag at only RM 25! Own your Elements and be prepared to look trendy and funky.

To purchase,

156 105 75 54

Reminder
 Don't dismiss the Elements,
 Own it While you Can.

@totobaggu by SofeaKamilia

Totobaggu by SofeaKamilia
 24 July at 21:30 · 🌐

Our Elements tote bag is still available, but hurry as our stocks are running low. Do not miss this grand opportunity of buying yours with only RM 25!

Nearly Gone
 Our stock is almost running out, purchase while you can

ELEMENTS

Totobaggu by SofeaKamilia
 25 July at 21:57 · 🌐

Thank you our beloved customers for purchasing our totes. We still have a few stocks left. Very limited quantity. Get yours now before its too late. First come first serve only. 😊

ELEMENTS

thank you for your order

Totobaggu



3.5 FB post – Copywriting (Soft sell)

We also use soft sell copywriting to indirectly encourage customers to purchase our products. We posted 16 soft sell postings in Totobaggu by SofeaKamilia's FB page.

Totobaggu by SofeaKamilia
17 May · 🌐

Hi tote bag lovers! Welcome to Totobaggu by SofeaKamilia. Here in Totobaggu we seek to offer you the best tote bags with premium quality and cool designs to choose from. But first, you must be wondering about a lot of things. Say no more, let us answer your curiosities.

👉 What does totobaggu means?

✓ Totobaggu simply means tote bag in Japanese.

👉 What is our slogan?

✓ Our slogan is Art On Canvas. where we bring art on canvas to your everyday life or in this case you everyday *TOTE BAGS*!

👉 What products are we offering?

✓ We sell tote bags with unique and limited edition designs.

👉 Do you sell preloved tote bags?

✓ We heard you thrifter! We also sell handpicked preloved tote bags for you

If you have more questions, feel free to ask us in the comment section below. Well, do stay tuned for our soon to be released products. We can't wait to show you what we have in store specially for our beloved customers. ❤️



Totobaggu by SofeaKamilia
10 July at 09:33 · 🌐

Happy Eid Al Adha to all Muslims around the world. May Allah accept our good deeds, forgive our wrong doings and grants our duas.

Stay tuned for our soon to be released tote bag

- Totobaggu by SofeaKamilia



Totobaggu by SofeaKamilia
8 July at 17:00 · 🌐

Train of Totes #1

Why Tote bags are a must-have. 📌

It is a common sight to see people carrying a tote bag. However, why is it a must essential for everyone ?

1. Durable

Tote bags are preferable #totebags #ootd #savetheplanet due to its durability & endurance. Depending on materials, tote bags can be used for various purposes. Tote bags are also capable of being re-used for different occasion.

2. It won't go out of style

Having trouble to match your bags with different outfits and occasions? Say no more. Tote bags are not only functional but also fashionable, it comes with various designs and shapes. You can style it however you want to suit your stylish looks and occasion.

3. Help saving the planet

Ever wonder how you an act your part in saving the planet? Here is how. You can switch plastic bags to tote bags instead.

Plastic bags are harmful to marine life since they can become entangled which causes injuries to these animals. Did you know that it takes a minimum of 500 years to degrade plastic bags in landfills?

This is why you should use tote bags for groceries and shopping instead of plastic bags.



Totobaggu by SofeaKamilia
20 July at 21:35 · 🌐

Get That Look #1

Out of inspiration on how to style your tote bags? Fret not, we got you covered 📌 Here are some styling ideas specially picked for you.

Get your Elements tote bag now while stocks last!

credit to: Pinterest

#ootd #totebag #stealthelook





Totobaggu by SofeaKamilia

21 July at 21:00 · 🌐

Train of totes #2

Why you should always bring books?

1. Books are your loyal friends 📖

Just like how you would always make sure that you have your phone with you, that is exactly how you should treat your book. Books can become your loyal friend that will accompany you everywhere, you can read books in a train or while even waiting for your coffee to be served.

2. Books will never go out of batteries 📖

That's true, unlike your phone that has its battery life, your book does not have one. Having a long train ride can be nerve wrecking without your phone, but that's fine, a book can help make your time flies faster.

3. A way to avoid conversations 📖

If you bring a book anywhere, reading it can be a great way to avoid communicating with strangers. Simply stick out your book and indulge yourself in the amazing story line.



totobaggu by SofeaKamilia

22 July at 22:04 · 🌐

Get that Look #2

Men Edition.

Who says men cannot wear tote bag and look stylish? Here are some ideas on how you can style your totes while looking handsome. Gents, go get your Elements tote bag with us now and be creative on styling your outfits.



26 July at 12:00 · 🌐

My must haves when going out 📖

For me, my bag must have these items whenever I go out.

- 1) My phone. This is the most important item.
- 2) Purse. Second important item
- 3) Notebooks and novel. I would bring these just so that I can read a book whenever I'm bored
- 4) Lip matte
- 5) Water bottle. Don't forget to drink water & hydrate yourself
- 6) Perfume



Totobaggu by SofeaKamilia
31 m · 🌐

Do you know what your tote bags can fit? This is an example of what you could put in your totebag! Isn't it worth it? So click the link now to place your order! 🛒👉

What's In Your Bag?

- Books
- Stationeries
- Gadgets
- Perfumes

Totobaggu by SofeaKamilia
21 July at 22:19 · 🌐

Hi totebag lovers, lacking idea about how to style your totes? Don't worry we have some inspiration ideas. Here are some outfit suggestions that we picked for you. Don't forget to purchase an Elements tote bag today while stock available. 🛒👉

Style Mix and Match

Totobaggu by SofeaKamilia
24 July at 19:35 · 🌐

Happy weekend totebags lovers, have a nice day and dont forget to get your totes bag while the promo is still going on 🛒👉

Happy Weekend Totebags Lovers!

Totobaggu by SofeaKamilia
24 July at 19:36 · 🌐

Hello totebag fans! Do you know that there are many different types of totes? However, ours will always be the best. Don't forget to purchase yours while the promo is still going on!! 🛒👉

Types of Totebag

- Travel Totebag
- Cotton Totebag
- Picnic Totebag
- Work Totebag

Totobaggu by SofeaKamilia
25 July at 22:44

Do you know that there are a variety types of totebag materials? Cotton, nilon, polyester and canvas. each of them have their own uniqueness and speciality. But our bags are made from canvas. Don't miss to click the link and order now! 🍕🍷

Types of Totebag's material

Cotton

Polyester

Canvas

Nylon

Totobaggu by SofeaKamilia
26 July at 21:33

Hello, dear totebag customers! Do you know you can also ask us to write a letter or a special note for your loved one or best friend as a gift? Anything, just give us your details and we'll do it for you 🍕🍷

Spice Up Your Order!

Add handwritten letter for your loved ones!

Totobaggu by SofeaKamilia
29 July at 10:38

soft reminder; hello there, we want to inform you that today we are going to post your parcel, and orders placed before 12pm will be shipped today, so hurry up guys and grab our combo pack while stock is still available! 🍕🍷

Its Mail day!

We post out orders twice a week! On Tuesday and Friday! Grab yours now!

Totobaggu by SofeaKamilia
1 d

Hello, our dearest totebag lovers! We sincerely appreciate all of your support. Stay tuned for many more designs in the future. see you soon 🍕🍷

Thankyou Totebag Lovers! For all of your supports!



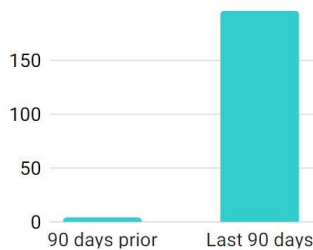
3.6 Graphics

Organic engagement

Post reactions, comments and shares ⓘ

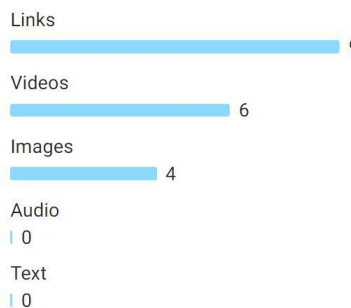
196

Total from last 90 days vs 90 days prior



Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post reactions, comments and shares per content format ⓘ

For posts created in the last 90 days



Figure 5: Post engagement data

Recent content ↓	Type	Reach	Likes and rea...	Stic
Do you know that there are ...	Post	Boost p...	13	2
What do you think our next ...	Post	Boost p...	9	2
Hello totebag lovers, we ha...	Post	Boost p...	8	2
Thank you our beloved cust...	Post	Boost p...	12	3
Train of totes #3 Have you ...	Post	Boost p...	10	2
Our Elements tote bag is sti...	Post	Boost p...	11	3
Hello totebag fans! Do you ...	Post	Boost p...	11	5
Happy weekend totebags lo...	Post	Boost p...	11	4
Hi tote bag lovers! The spec...	Post	Boost p...	9	4
Attention, Big Sale coming ...	Post	Boost p...	12	4

Train of totes #2 Why you s...	Post	Boost p...	15	6
Hi tote bag lovers! Have yo...	Post	Boost p...	13	6
Been feeling like wearing so...	Post	Boost p...	13	6
Get That Look #1 Out of ins...	Post	Boost p...	12	6
Here it is, our long awaited t...	Post	Boost p...	20	6
Totobaggu by SofeaKamilia...	Story		0	2
Hello everyone. We are abo...	Post	Boost p...	19	5
This post contains no text	Story		0	0
Happy Eid Al Adha to all Mu...	Post	Boost p...	17	5
Train of Totes #1 Why Tote ...	Post	Boost p...	19	6

Figure 6: Post likes, engagement and reach



Figure 7: Facebook page reach and visits in July 2022

4.0 Conclusion

In conclusion, the course ENT530: Principles of Entrepreneurship is essential toward what university students understand. This is due to the fact that ENT530 taught us how to develop genuine entrepreneurial businesses and independently organize the structure. Throughout the semester, students are tasked with running a legitimate online business using a Facebook profile. This project demonstrated the importance of social media as a platform for beginning company marketing. Our social media portfolio demonstrated how social media enables online businesses to more quickly engage with customers, raise awareness of their goods and services, and boost revenue. When we first established our online business, Totobaggu by SofeaKamilia, our business was able to interact with clients through a Facebook page. Furthermore, the course ENT530 demonstrated the value of incorporating entrepreneurship knowledge into the syllabus by instructing students on how to conduct business on their own and to build the skills and information necessary to come up with original company concepts. Through starting their own little business at an early age, students are encouraged by entrepreneurship education to get experience as entrepreneurs. We agree that new businesses may benefit from using the internet to conduct their operations. Despite the fact that owning an office company is still a long way off, it offered us the opportunity to learn what it's like to run a business. Additionally, we are hoping that doing business online and on social media can help our company grow in the future.