



اَوْنِبُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْكَى مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF INFORMATION MANAGEMENT

UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK PERDANA

**BACHELOR OF INFORMATION SCIENCE (HONS) INFORMATION CONTENT
MANAGEMENT (IM249)**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

NAME : NURUL HUDA BINTI KAMIN

MATRIX NO. : 2020986139

GROUP : ENT530_1

SEMESTER : 3

LECTURER : PN. NADIAH MAISARAH BINTI ABDUL GHANI

BUSINESS NAME : TOTEMBR

TABLE OF CONTENTS

	PAGES
ACKNOWLEDGEMENT	01
EXECUTIVE SUMMARY	02
1.0 Go-Ecommerce Registration	03
2.0 Introduction of Business	
2.1 Name and Address of Business	03
2.2 Organizational Chart	03
2.3 Mission / Vision	
2.3.1 Mission	04
2.3.2 Vision	04
2.4 Description of Products	04
2.5 Price List	05
3.0 Facebook (FB)	
3.1 Creating Facebook (FB) page	09
3.2 Customing URL Facebook (FB) page	09
3.3 Facebook (FB) post – Teaser	10
3.4 Facebook (FB) post – Copywriting (Soft sell)	12
3.5 Facebook (FB) post – Copywriting (Hard sell)	20
3.6 Frequency of Posting	28
CONCLUSION	30
APPENDIX	31

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I'm extending all praises to Allah (SWT), the Most Gracious and The Most Merciful. Alhamdulillah, above all and always, I am eternally grateful to Allah for His mercy, guidance and every blessing in my life, without Him, this assignment would be impossible to accomplish.

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Lastly, I am forever indebted to the love and care of my parents, brothers and sisters and to my helpful classmates who have been a constant support and help. May Allah grants all of them with His mercy in this world and hereafter.

EXECUTIVE SUMMARY

Totembr is a sole proprietorship, online business owned by a single person who is Nurul Huda Bt Kamin. This business has a market segmentation from teenagers to adults who share common interest with the kind of designs provided by this brand.

This brand aims to provide a unique and bespoke design through one-off tote bags collection, to provide a long lasting design on tote bag, to allow customers to express themselves through tote bag's design and to promote sustainability by amplifying environmental message through product consumption. In a long term, Totembr aims to provide sustainability, uniqueness and bespoke to individuals' characters through hand-made embroidery on the tote bags which will make a long lasting impression to the carrier or people on the street.

Totembr Sdn. Bhd's main product is tote bags with hand-embroidery designs. These tote bags are made from sturdy and eco-friendly canvas fibers material which have two measurements, which are A3 and A4 size. These totes come in two colours which are beige and black. Currently, Totembr Sdn. Bhd have two collections which are Fleur Collection and Band Edits. Fleur Collections have embroidered sunflower and daisy adorned these black A3 totes. This collection only comes in two design as mentioned before –Sunflower tote and Daisy tote.

Next, Band Edits have taken a lot of inspiration from the owner's favourite bands. Some of the designs available under this edits are Scorpions, Green Day 21 Guns, Bring Me The Horizon, The Black Dahlia Murder, and The Strokes. All of these designs are embroidered on A3, black tote as well.

Additionally, Totembr also opens for custom order, especially for special occasions or simply for customers who seek for some custom and bespoke design on their totes. Custom totes prices are varied depending customers' requested design and the style of stitches, such as back stitch, satin stitch, French knots, and long & short stitch.

Totembr are currently operating online via Facebook. Its Facebook page is at <https://www.facebook.com/totembr>.

2.3 Mission / Vision

2.3.1 Mission

- a) To provide a unique and bespoke design through one-off tote bags collection
- b) To provide a long lasting design on tote bag
- c) To allow customers to express themselves through tote bag's design
- d) To promote sustainability by amplifying environmental message through product consumption

2.3.2 Vision

Totembr aims to provide sustainability, uniqueness and bespoke to individuals' characters through hand-made embroidery on the tote bags which will make a long lasting impression to the carrier or people on the street.

2.4 Description of Products

Totembr Sdn. Bhd's main product is tote bags with hand-embroidery designs. These tote bags are made from sturdy and eco-friendly canvas fibers material which have two measurements, which are A3 and A4 size. Specifically, A3 measures 42cm by 36cm, while A4 measures 36cm by 36cm in size. These totes come in two colours which are beige and black.

Totembr Sdn. Bhd's first collection is Fleur Collection. It is inspired from the trend, minimalist flower designs as if welcoming the summer of 21's where embroidered sunflower and daisy adorned these black A3 totes. Fleur Collection only comes in two design as mentioned before –Sunflower tote and Daisy tote. Each tote in is priced at affordably RM30.

Another tote collection from Totembr is Band Edits. Band Edits have taken a lot of inspiration from the owner's favourite bands. Some of the designs available under this edits are Scorpions which priced at RM30, Green Day 21 Guns that is priced at RM 33 and Bring Me The Horizon tote is also priced at RM33. As for the Black Dahlia Murder tote, it costs RM69 while The Strokes tote costs RM50. All of these designs are embroidered on A3, black tote as well.