



اَوْنِبُوْرَسِيْتِي تِي كُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO :
TOTES 'N' THING

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY : FACULTY OF ACCOUNTANCY
PROGRAMME : AC220 - BACHELOR OF ACCOUNTANCY (HONS.)
SEMESTER : 4
NAME : FAZREEN IZLEEN BINTI RAFIDI (2021132127)
ANIS SYAZWANA BINTI MOHAMAD AZHAR (2021149669)
CLASS : AC220B4I
LECTURER : AHMAD ZUHAIRI BIN ZAINUDDIN

ACKNOWLEDGEMENT

In performing our assignments to be this successful, many people have showered us with their continuous support. Thus, we would like to extend our sincere and heartfelt gratefulness towards all respected persons that have helped and give guidelines to us.

First and foremost, we are grateful to Allah SWT who gives us a healthy mental and physical strength during completing this social media report. In addition to that, we would like to extend our deepest appreciation to our lecturer, Sir Ahmad Zuhairi Zainuddin for giving us proper guidance, support and encouragement. He had sacrificed his time to guide us in order to follow the required criteria and will help make necessary corrections when needed.

We also wanted to thank our family and friends as they provided us continuous moral support during this period of completing the report. Not to forget my friends and classmates that shared information, opinion and advice about our social media assignment.

Last but not least, we would like to thank everyone that involves directly or indirectly towards the completion of this social media report. We really appreciate all the support and encouragement received.

EXECUTIVE SUMMARY

"Totes 'n' Thing" started when the both of us wanted to make some income to support us financially while we were still studying. We choose to start a business selling tote bags because we find it a burden for students to carry our stuff but still want to be stylish. It is difficult to find a trendy bag that is practical to match our outfits. The brand name "Totes 'n' Thing" is chosen because it is short and simple, meaning it will be easier for people to remember and it is also wonderfully quirky. The name also shows the customer that we will expand our business into other things too in the future instead of just focusing on one product. Our form of business is a partnership owned by both of us, Fazreen Izleen and Anis Syazwana. For the moment, our business only takes place at our home to reduce the cost of rental since we do not have a lot of financial support yet.

We decided to sell "Totes 'n' Thing" through Facebook (FB) because it is a big platform that can help us to reach a lot more people easier. We make posts in our Facebook page according to the creative copywriting of hardsell and softsell to promote the products to the customers. Our business main activity is selling tote bags. We wanted to sell only high-quality products to ensure customer's satisfaction, which is why we always check for defects before delivering "Totes 'n' Thing" to the customer. In addition to that, we will also listen to the feedback and improve our products. It is our mission to sell high-quality tote bags at an affordable price and help customers to carry stuff in versatile bags. Meanwhile our vision is to become one of the big brands to sell tote bags in Malaysia.

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1.0 GO-ECOMMERCE REGISTRATION





Certificate of Completion

This acknowledges that

ANIS SYAZWANA BINTI MOHAMAD AZHAR

has successfully completed

eUsahawan Course
Level 1 – Go Digital

organised by



This is a digital-generated certificate. No signature is required.

2.0 MYENT CERTIFICATE

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2021132127
Nama	:	Fazreen Izleen Binti Rafidi
Program Pengajian	:	SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti	:	Faculty of Accountancy
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Pakaian dan Kelengkapan
Tempoh Berniaga	:	2 bulan
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://www.facebook.com/totesnthing
Alamat Premis Perniagaan	:	No. 6, Jalan Dividen Satu 23/6A, Seksyen 23, 40300 Shah Alam, Selangor
Tarikh Mendaftar	:	16 Nov 2021
Tarikh Kemaskini	:	
Tarikh Cetak	:	16 Nov 2021
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatalkan apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>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.</p>		
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 : 2021149669
Nama : ANIS SYAZWANA BINTI MOHAMAD AZHAR
Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti : Faculty of Accountancy
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg diceburi : Pakaian dan Kelengkapan
Tempoh Berniaga : 2 bulan
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/totesnthing>
Alamat Premis Perniagaan : No. 6, Jalan Dividen Satu 23/6A, Seksyen 23, 40300 Shah Alam, Selangor
Tarikh Mendaftar : 25 Jan 2022
Tarikh Kemaskini :
Tarikh Cetak : 25 Jan 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.

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SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

3.0 INTRODUCTION OF BUSINESS

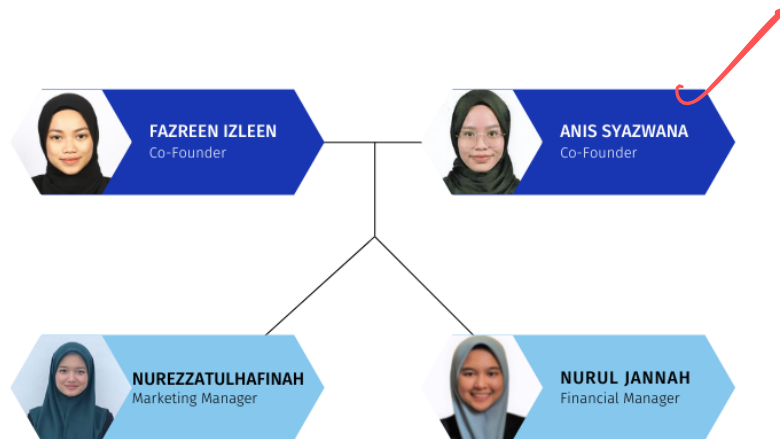
3.1 Background of the Business

Name of the Business	Totes 'n' Thing
Address	No. 6, Jalan Dividen Satu 23/6A, Seksyen 23, 40300 Shah Alam, Selangor.
Facebook Page	https://www.facebook.com/totesnthing
Phone Numbers	
Form of Business	Partnership

3.2 Organizational Chart



TOTES 'N' THING ORGANIZATIONAL CHART



3.3 Mission and Vision

3.3.1 Mission

Our mission is to be able to sell high-quality tote bags to customers at an affordable price and to help customers to carry their stuff in versatile bags. We wanted our customers to be happy with the products that we are selling.

3.3.2 Vision

The vision of Totes 'n' Thing is to expand our business in becoming one of the big brands in selling tote bags in Malaysia.



3.4 Description of the Products

Totes 'n' Thing produces a tote bag that is used to carry things to ease people. Our tote bags are versatile, stylish and in a trendy design so that people can wear it while still matching with their outfit. The tote bags are made out of a mixture of cotton and canvas, therefore it is a high-quality bag. It would be worth the money because the bags are durable and long lasting so the customers do not have to constantly buy new bags. This will also help us to minimize cost and maximize the profit since the material is not that expensive. All of our products will be sold at the same price which is RM15 so the customers will not get confused and can ease them in choosing which design to buy. The printing on this tote bag is done with a heat press so that it will not tear easily.

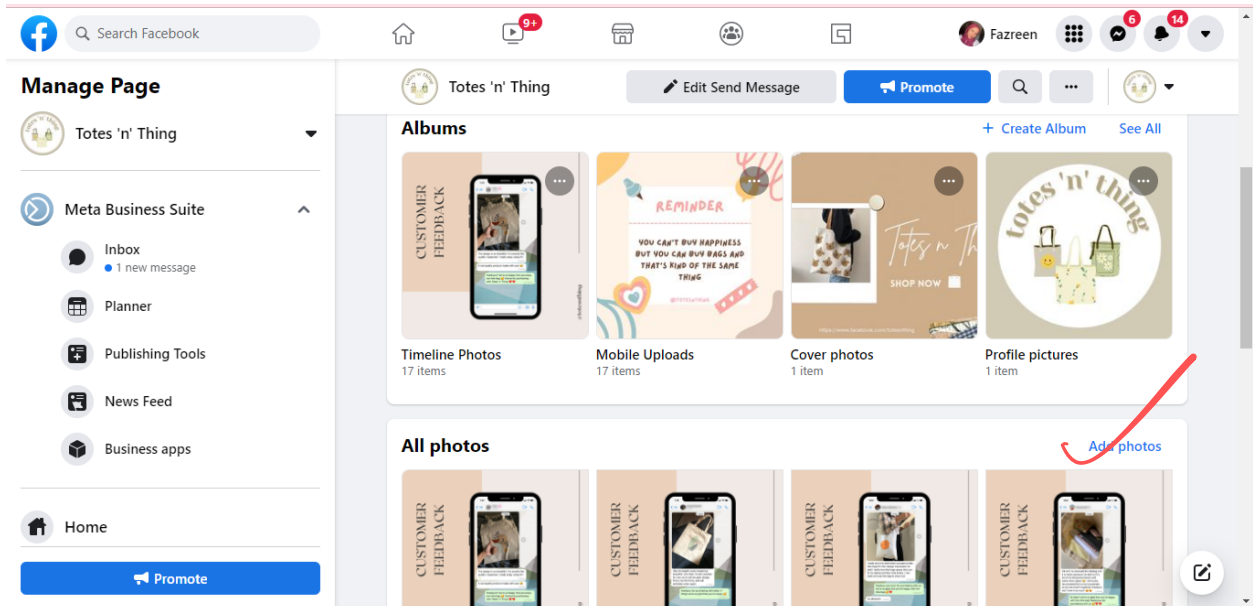
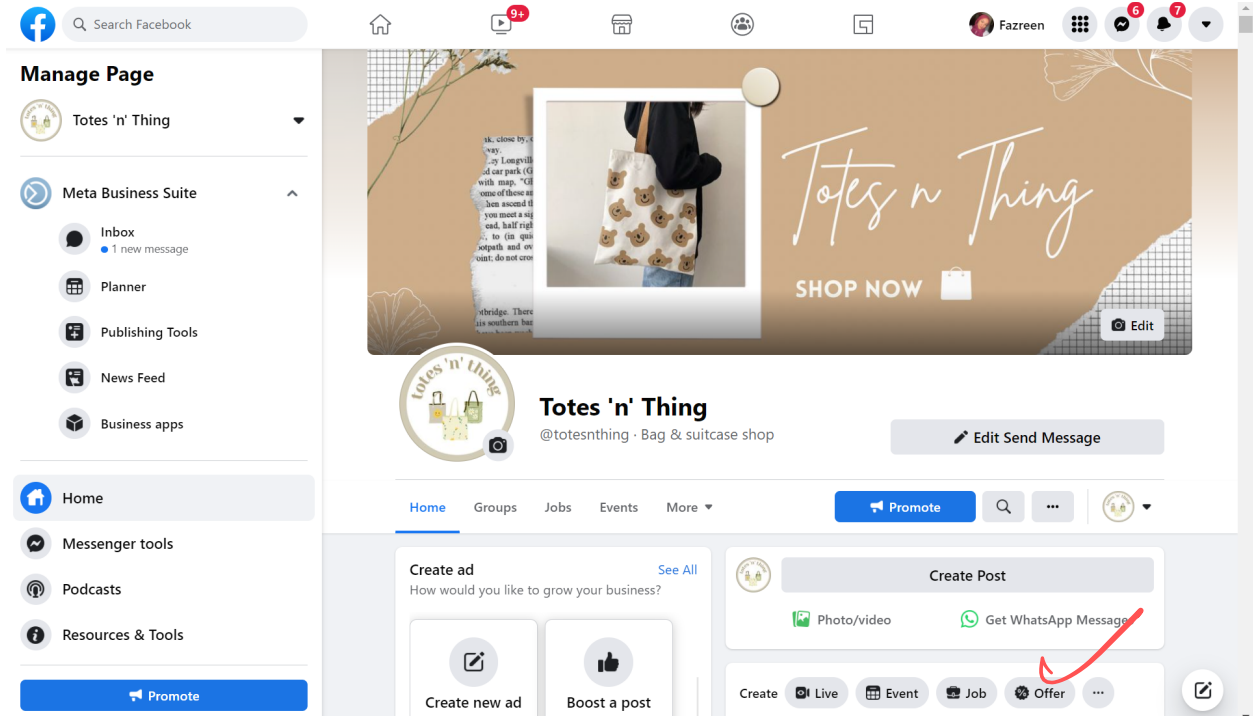
3.5 Price List

Totes 'n' Thing will guarantee that we offer an affordable price for all tote bags so everyone will be able to buy from us. Here is the price list and tote bag design offered by our company.



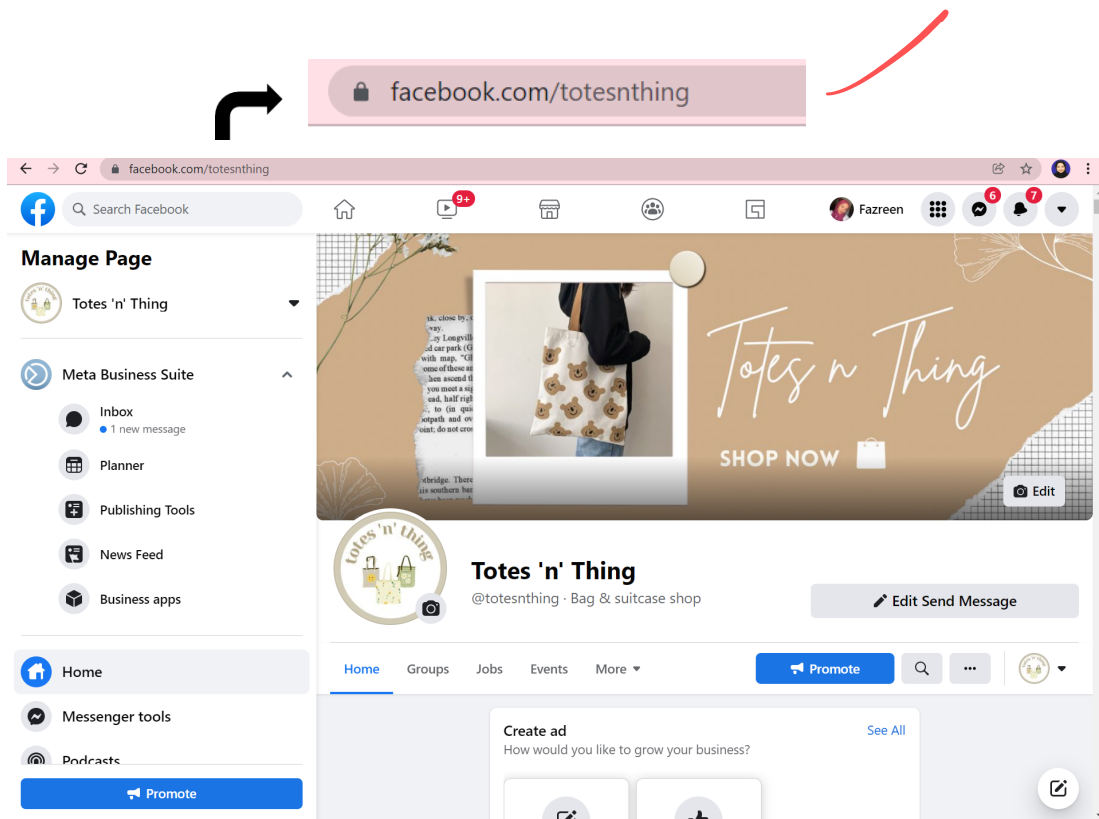
4.0 FACEBOOK (FB)

4.1 Creating Facebook (FB) Page

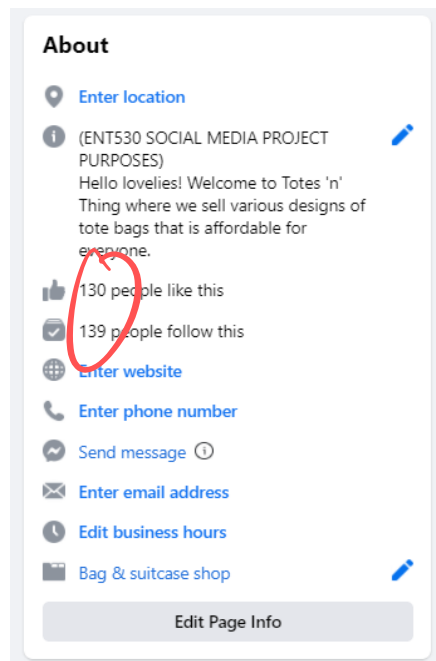


4.2 Customizing URL Facebook (FB) Page


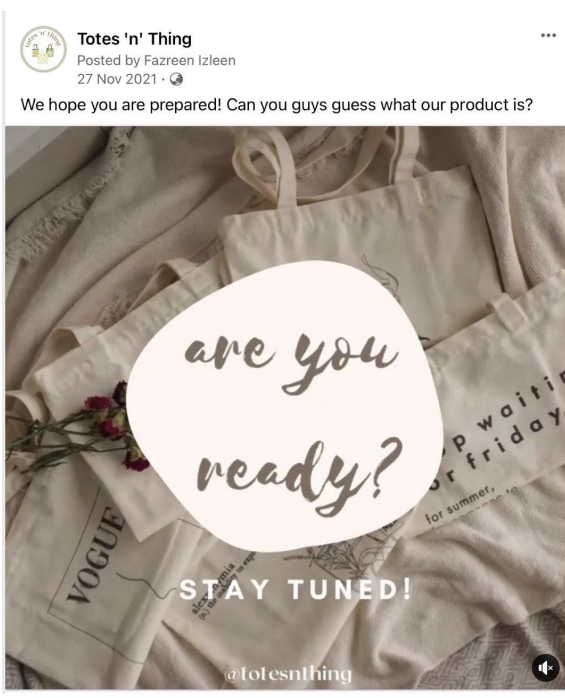
Facebook (FB) URL : <https://www.facebook.com/totesnthing>



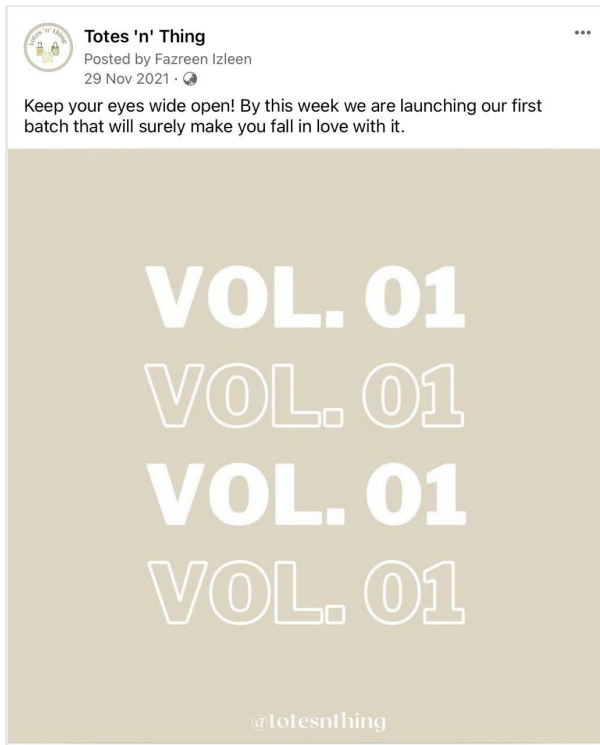
4.3 Number of Likes - Able to acquire 130 likes.



4.4 Facebook (FB) Post - Teaser

Teaser 1	
 <p>Totes 'n' Thing Posted by Fazreen Izleen 24 Nov 2021 · 🌐</p> <p>Can you guess what Totes 'N' Thing are coming up with? 🤔 Psstt... It's something that will help you to carry all your stuff 🤫🤫 Stay tuned for our new products! ✨ #TotesnThing</p> <p>dropping soon dropping soon dropping soon dropping soon</p>	<p>Can you guess what Totes 'N' Thing are coming up with? 🤔</p> <p>Psstt... It's something that will help you to carry all your stuff 🤫🤫</p> <p>Stay tuned for our new products! ✨</p> <p>#TotesnThing</p>
Teaser 2	
 <p>Totes 'n' Thing Posted by Fazreen Izleen 27 Nov 2021 · 🌐</p> <p>We hope you are prepared! Can you guys guess what our product is?</p> <p>are you ready? STAY TUNED!</p> <p>@totesnthing</p>	<p>We hope you are prepared! Can you guys guess what our product is?</p>

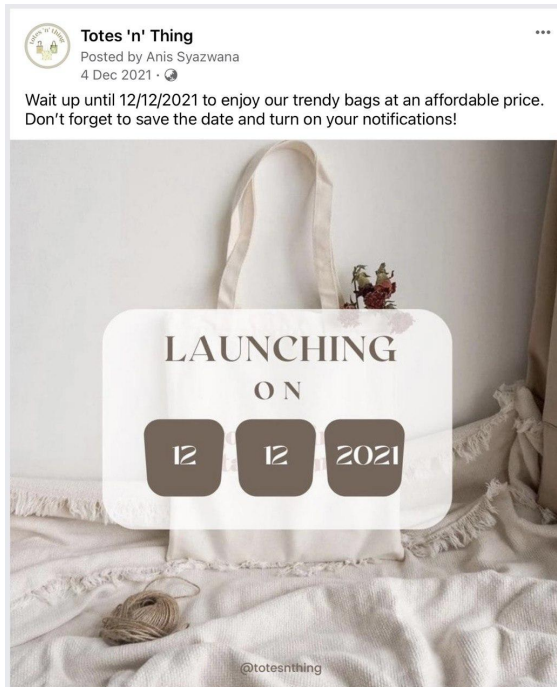
Teaser 3



Keep your eyes wide open! By this week we are launching our first batch that will surely make you fall in love with it.

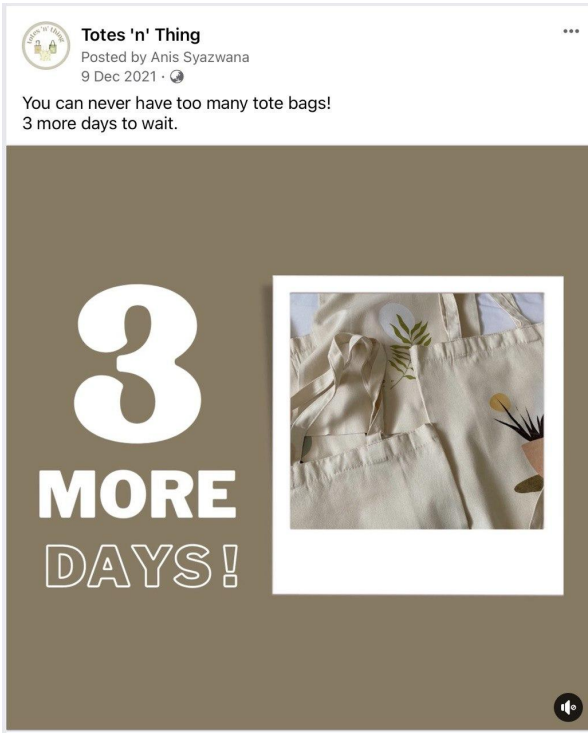


Teaser 4

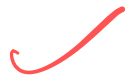


Wait up until 12/12/2021 to enjoy our trendy bags at an affordable price. Don't forget to save the date and turn on your notifications!

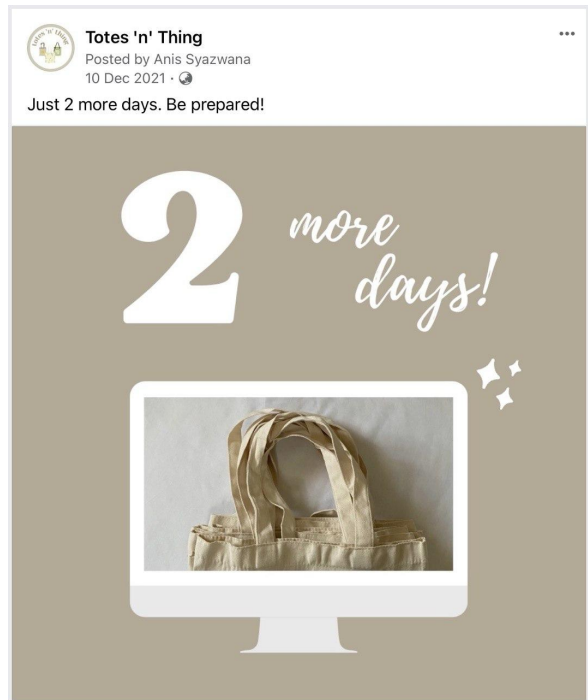
Teaser 5



You can never have too many tote bags! 3 more days to wait.



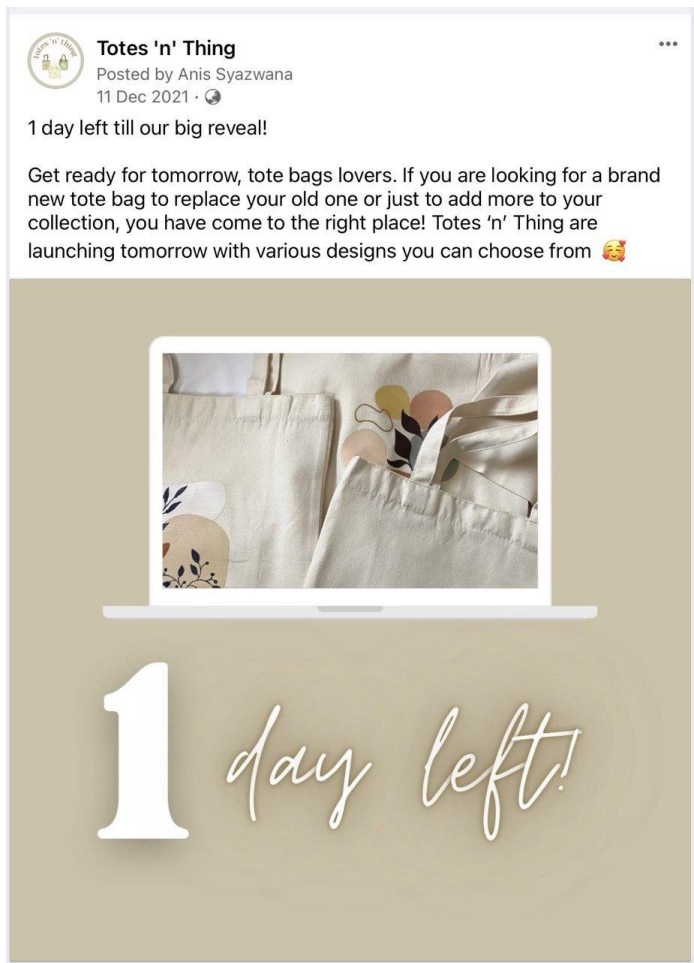
Teaser 6



Just 2 more days. Be prepared!



Teaser 7



The image shows a screenshot of a social media post from a page named "Totes 'n' Thing". The post is by "Anis Syazwana" and is dated "11 Dec 2021". The text of the post reads: "1 day left till our big reveal! Get ready for tomorrow, tote bags lovers. If you are looking for a brand new tote bag to replace your old one or just to add more to your collection, you have come to the right place! Totes 'n' Thing are launching tomorrow with various designs you can choose from 🥰". Below the text is a photograph of several tote bags with different designs, including floral and abstract patterns. At the bottom of the screenshot, the text "1 day left!" is written in a large, white, cursive font on a light beige background.

1 day left till our big reveal!

Get ready for tomorrow, tote bags lovers. If you are looking for a brand new tote bag to replace your old one or just to add more to your collection, you have come to the right place! Totes 'n' Thing are launching tomorrow with various designs you can choose from 🥰



4.5 Facebook (FB) Post - Copywriting (Hard sell)

1)

Totes 'n' Thing
Posted by Anis Syazwana
12 Dec 2021 · 🌐

Today is the day, guys!!! Totes 'n' Thing are launching our very first product which is a tote bag 😊

Our design for Volume 1 is made for you to look stylish while carrying all of your things in the bag and it will not spoil your looks for the day. You can match our tote bag with any outfit that you wish to wear! We used a mixture of cotton and canvas so our bag can be durable with heavy things such as books, laptops and other things.

Stay tuned to see each of the design in details! *CTA*



7

Like Comment Share

21 people reached > [Boost post](#)

2)

Totes 'n' Thing
Posted by Anis Syazwana
13 Dec 2021 · 🌐


Are you looking for aesthetic designed tote bag?

Introducing our 1st design of Volume 01! 🍷 Selene 🍷

It is a simple leaf design which symbolize so many things such as growth, nature and life. We also ensure that our designs will complement your outfit when you wear it! 🍷

For our first launch, we have a promo for you guys! Buy more & save more ✨
1 for RM15
2 for RM26

What are you waiting for? Contact us now to purchase 📞
Anis - <https://wa.me/60139767444>
Fazreen - <https://wa.me/601128378047>



5

Like Comment Share

18 people reached > [Boost post](#)

3)

Totes 'n' Thing
Posted by Anis Syazwana
13 Dec 2021 · 🌐

Are you looking for aesthetic designed tote bag?

Introducing our 2nd design of Volume 01! ❤️ Thalia ❤️

Our tote bags are:


- 🦋 Multi-usage: suitable for any occasion
- 🦋 Very spacious
- 🦋 Comes with pocket inside the bag
- 🦋 Eco-friendly and washable cotton

If you buy more, you can save more! Come & grab Thalia now while stock lasts ✨

1 for RM15
2 for RM26

Click the link below to drop your order 🛒

Anis - <https://wa.me/60139767444>
Fazreen - <https://wa.me/601128378047>



5

Like Comment Share

19 people reached > Boost post

4)

Totes 'n' Thing
Posted by Anis Syazwana
13 Dec 2021 · 🌐

Are you looking for aesthetic designed tote bag?

Introducing our 3rd design of Volume 01! ❤️ Cindy ❤️


- 🌙 Design: This one is our personal favourite as it features the crescent moon which is thought to represent hope and change.
- 🌙 Material: High quality canvas
- 🌙 Size : 33x38 cm

Come & buy it now!!

1 for RM15
2 for RM26

Contact us directly to purchase 🛒

Anis - <https://wa.me/60139767444>
Fazreen - <https://wa.me/601128378047>



4

Like Comment Share

20 people reached > Boost post

same

5)



Totes 'n' Thing

Posted by Anis Syazwana
13 Dec 2021 · 🌐

...

Are you looking for aesthetic designed tote bag?

Here is our 4th design of Volume 01! ❤️ Emily ❤️

We preserved simple fundamentals and refined the colors and designs of your everyday essentials. Our tote bag is an easily washable canvas tote that will complete your shopping trips and outfit. It also features a spacious interior that will keep the keys, phone, wallet and other small essentials within reach 🌻

Hurry up, you can grab 1 for RM15 and 2 for RM 26 for the first week ! !

Click the link below & you'll be directed straight to us 🥰

Anis - <https://wa.me/60139767444>

Fazreen - <https://wa.me/601128378047>



👍 6

👍 Like 💬 Comment ➦ Share

22 people reached >

Boost post

6)



Totes 'n' Thing

Posted by Anis Syazwana
13 Dec 2021 · 🌐

...

Are you looking for aesthetic designed tote bag?

Introducing our 5th design of Volume 01! ❤️ Sophia ❤️

When it comes to being prepared, no other accessory has you covered like a trusty tote. Featuring a neutral + aesthetic design and a spacious interior, our Sophia tote bag is all simple yet elegant. Bonus points for the inner pouch that offers additional storage space for all your small things. Style it with any kind of outfits and you're good to go! ❤️

Place an order with us for RM15 each! and if you buy 2 or more, we'll promise to give you a cheaper price 🙏

Contact us now, dearies 🥰

Anis - <https://wa.me/60139767444>

Fazreen - <https://wa.me/601128378047>




👍 6

👍 Like 💬 Comment ➦ Share

21 people reached >

Boost post

7)

 **Totes 'n' Thing** Posted by Anis Syazwana
13 Dec 2021 · 🌐

Are you looking for aesthetic designed tote bag?

Here is our 6th design of Volume 01! ❤️ Grace ❤️

Say hello to your new must-have bag this season: an aesthetic cotton tote bag. Give your usual plain and boring tote bag a miss and opt for our Grace tote bag instead! It stays neutral enough to be paired with anything you own. Be it cuffed trousers or floral skirts, this piece will fit in with the rest of your closet seamlessly. It comes with an inner pouch to keep your items organised 🛍️

The best part is that it is very affordable! Come and get yours for RM15 each 😊

Contact us by clicking the link below to purchase ✨
Anis - <https://wa.me/60139767444>
Fazreen - <https://wa.me/601128378047>




👍 6

👍 Like 💬 Comment ➦ Share

23 people reached >

[Boost post](#)

8)

 **Totes 'n' Thing** Posted by Anis Syazwana
13 Dec 2021 · 🌐

Are you looking for aesthetic designed tote bag?

Introducing our 7th design of Volume 01! ❤️ Fleur ❤️

Go cute with your bags this season. This spacious tote will hold much more than just your bare essentials. It is easy to love with an easy to match beige colour and magnetic closure for secure access. Topped off with a chiffon scarf that adds a hint of girlishness to your looks, style it with a linen tunic, denim cullottes and a straw hat for a very cute look! 🦋🦋

Wanna know the price? It's only RM15 each! 🤔

Get it now before it's too late! Contact us directly if you're interested ❤️
Anis - <https://wa.me/60139767444>
Fazreen - <https://wa.me/601128378047>



👍 6

👍 Like 💬 Comment ➦ Share

26 people reached >

[Boost post](#)

9)

Totes 'n' Thing
 Posted by Anis Syazwana
 13 Dec 2021 · 🌐

Are you looking for aesthetic designed tote bag?

Here is our 8th design of Volume 01! ❤️ Luna ❤️

Chic and functional, this Luna tote bag is a must-have everyday item. With a roomy interior to fit your essentials, plus an inner compartment, this classic tote bag serves up functionality in spades. Keep your look casual with a button down, jeans and a pair of sneakers 👟

Buy more & save more with Totes 'n' Thing! 1 for RM15, 2 for RM26 🛍️

Place your order here! 📧
 Anis - <https://wa.me/60139767444>
 Fazreen - <https://wa.me/601128378047>



👍 6

👍 Like 💬 Comment ➦ Share

28 people reached >

Boost post

10)

Totes 'n' Thing
 Posted by Anis Syazwana
 13 Dec 2021 · 🌐

Are you looking for aesthetic designed tote bag?

Introducing our 9th design of Volume 01! ❤️ Ivy ❤️

After years of tiny bag supremacy, this tote bag feels new and exciting again. Rendered in neutral beige that can never go out of style, this roomy bag is spacious enough to fit in all your belongings and more. Perfect for everyday use to class, keep your items securely in this Ivy tote bag with a magnetic closure. Carry it over your shoulder with any outfits and you're ready for the day! 🌸

Grab this design from us for RM15!!! Limited stocks available 🙏

WhatsApp us now ! ! !
 Anis - <https://wa.me/60139767444>
 Fazreen - <https://wa.me/601128378047>



👍 7

👍 Like 💬 Comment ➦ Share

32 people reached >

Boost post

11)

 **Totes 'n' Thing**
Posted by Anis Syazwana
25 Dec 2021 · 🌐

CHRISTMAS SALE !!! Ho Ho Ho Merry Christmas to those celebrating 🎄

For this special day, we are giving out a special offer to all of you— Purchase any 3 of our tote bags for only RM40.00 🙌🙌

This promotion will last for 3 days which is today until 27th of December. So what are you waiting for? Grab our tote bags to add more charm in your style 🥰

Feel free to contact us to drop your order, dearies 🥰
Anis - <https://wa.me/60139767444>
Fazreen - <https://wa.me/601128378047>



CHRISTMAS SALE

BUY 3 FOR RM40!

TOTES 'N' THING

👍 9

👍 Like 💬 Comment ➦ Share

39 people reached >

Boost post


12)

 **Totes 'n' Thing**
Posted by Anis Syazwana
27 Dec 2021 · 🌐

LAST CALL FOR CHRISTMAS SALE!!

Hello dearies 💕 Here is a reminder that today is the last day for you to grab our Christmas promo 🥰 Purchase any 3 of our Vol 1 tote bags for only RM40!

Get it now before it's too late !!! Contact us here 🥰
Anis - <https://wa.me/60139767444>
Fazreen - <https://wa.me/601128378047>



TOTES 'N' THING

LAST DAY TO GRAB

Christmas Promo

PURCHASE OF ANY 3 DESIGN FOR ONLY RM40!

TOTES 'N' THING

👍 8

👍 Like 💬 Comment ➦ Share

42 people reached >

Boost post

13)

Totes 'n' Thing
 Posted by Anis Syazwana
 11 Jan · 🌐

Are you curious on how spacious our tote bags are? Worry that your stuff could not fit?

Here we show you what you can put in our tote bag! Sometimes all we need is a reliable, well-made bag that is spacious and does not expose our belongings yet stylish at the same time 😊

Now with the perfect function & size that holds a 13" laptop, worry not of "too small", "too tight" and "transparent" tote. We got your back ❤️

Measurement: 33cm x 38cm

Come & place your order now! Click the links below:
 Anis - <https://wa.me/60139767444>
 Fazreen - <https://wa.me/601128378047>



8

Like Comment Share

42 people reached >

Boost post

14)

Totes 'n' Thing
 Posted by Anis Syazwana
 12 Jan · 🌐

FLASH SALE!

Get ready for a shopping adrenaline rush during Flash Sale. Enjoy up to 50% OFF with Totes 'n' Thing. Spend less and get more 😊

Only available for today. Contact us to know which design is still available. Hurry up while the stock last!

Click the link NOW to purchase:
 Anis - <https://wa.me/60139767444>
 Fazreen - <https://wa.me/601128378047>



9

Like Comment Share

52 people reached >

Boost post

15)

Totes 'n' Thing
 Posted by Anis Syazwana
 3 d · 🌐

Wanna know the details of our totebags? 🌿

Here's what you're getting here at Totes 'n' Thing:

- 🌻 High quality non-transparent canvas — our tote bags are crafted from water resistant cotton canvas
- 🌻 Magnetic closure — keeps your belongings secure and makes reaching for them a breeze
- 🌻 Inner slip pocket — easy to separate and organize your small belongings
- 🌻 33x38cm — fit laptop 13"

Interested to purchase? 🛒 Contact us directly by clicking the link below:
 Anis - <https://wa.me/60139767444>
 Fazreen - <https://wa.me/601128378047>

Measurement & details

38cm

33cm

high quality non-transparent canvas

magnetic closure for secure

life-changing inner pocket

👍 9

👍 Like 💬 Comment ➦ Share

60 people reached >

Boost post

16)

Totes 'n' Thing
 Posted by Anis Syazwana
 2 d · 🌐

Hello dearies, we are back 🥰

Due to alot of demands from our customers, our best selling tote bags are officially restocked! 🛒

We have 9 different designs for you to choose from according to your liking 🌟 People come and go but our tote bag stays 🦋

There is limited stocks available so don't wait to purchase! Snatch it for only RM15 each.

Contact us before it's too late!
 Anis - <https://wa.me/60139767444>
 Fazreen - <https://wa.me/601128378047>

RESTOCKED

@totesnthing



👍❤️ 2

👍 Like 💬 Comment ➦ Share

27 people reached >

Boost post

4.6 Facebook (FB) Post - Copywriting (Soft Sell)

1) Picnic	2) History of Tote Bag
<div data-bbox="224 394 812 445"> <p>Totes 'n' Thing Published by Fazreen Izleen · 18 December 2021 · 🌐</p> </div> <p data-bbox="224 457 812 556">Are you guys planning to go on a picnic but don't know how? It is not that hard. You just need to grab some delicious food, pick a nice spot outdoors with a great scenery where you can sit down, enjoy the view and make good memories with your friends.</p> <p data-bbox="224 562 812 661">But hey, don't forget a few more things to bring along so that your picnic can be more successful and memorable. Here's a few reminder or tips from us on what you should remember to bring on your picnic date:</p> <ol data-bbox="224 672 812 892" style="list-style-type: none"> 1. Picnic Blanket - So you can sit down 2. Sunscreen - Need to protect your skin from getting sunburnt 3. Bug repellent - We don't want to get disturbed by a bug while enjoying the view 4. Flowers - To decorate your spot. p/s: Need to make it instagrammable 📸 5. Games - Board games can help you guys enjoy the picnic more! 6. Trash bag - Don't forget to throw away all your trash! We need to keep the earth clean. <p data-bbox="224 903 812 1001">Now that you have packed all those things you are ready to go! Wait, you don't have a bag to put all those things in? Luckily Totes 'n' Thing are here to help you. 😊 Just grab a bag for RM15.00 and you can go on your picnic date.</p> <p data-bbox="224 1012 812 1087">Feel free to contact us 📞 Anis - https://wa.me/60139767444 Fazreen - https://wa.me/601128378047</p>  <div data-bbox="224 1701 812 1764"> <p>32 People reached 9 Engagements ↑ +1.2x average Distribution score Boost Unavailable</p> </div>	<div data-bbox="878 394 1466 445"> <p>Totes 'n' Thing Published by Fazreen Izleen · 8 January at 23:35 · 🌐</p> </div> <p data-bbox="878 457 1466 504">Hi Dearies! 🌸 Today we would like to share with all of you about the history of tote bags. 📖</p> <p data-bbox="878 514 1466 583">The first tote bag was made in the 17th century but it only reached popularity around the 1940s, when the major apparel companies at that time released their iconic Boat Bag.</p> <p data-bbox="878 594 1466 663">What makes this more interesting 🤔 is that the original purpose of the Boat Bag, is to carry ice during outing. This bag was made out of a durable canvas material since it is meant to carry ice 🧊</p> <p data-bbox="878 674 1466 819">In the 1960s, tote bags started to become a fashion statement. This happens when there are designers that take the opportunity to turn the practical design of a tote bag into something more elegant. It has also hit the intellectual societies when one of the popular bookstores in New York City, The Strand, re-introduced their version of the classic tote bag.</p> <p data-bbox="878 829 1466 928">In the present days, high-end tote bags can be seen on runways all over the world especially during the Fashion Week. This has made another level of luxury tote bags compared to the classic cloth tote bags.</p> <p data-bbox="878 938 1466 1037">There are also eco-friendly tote bags being made in a variety of colours and designs from 100% recycled materials 🌱 Even stores sell tote bags that are made from canvas to encourage their customers to use them instead of plastic bags.</p> <p data-bbox="878 1047 1466 1117">This story has given us passion to sell classic cloth tote bags. You can visit our FB page to see what tote bags that are provided by us at only RM15.00 each.</p> <p data-bbox="878 1127 1466 1186">Just click on the link below and we are ready to entertain you 📞 Anis - https://wa.me/60139767444 Fazreen - https://wa.me/601128378047</p> <div data-bbox="878 1207 1466 1428">  </div> <div data-bbox="878 1449 1466 1512"> <p>49 People reached 9 Engagements ↑ +1.9x higher Distribution score Boost post</p> </div>

3) Good Reasons to Use Tote Bag



Totes 'n' Thing

Published by Anis Syazwana · 12 January at 14:23 · 🌐

There are a lot of good reasons to use a tote bag. It is one of the most versatile and practical bags one can ever own! Let us go through some of the good reasons to use a tote bag. 🌟

- The first one is the **SPACIOUS SIZE** of a tote bag. It is big so you can literally just put everything as long as it fits! 🔥

- It's **VERSATILE DESIGN** will allow you to wear it to multiple places. You can use a tote bag when going to class, heading to the gym or even use it as a shopping bag. If you feel like wearing a tote bag, it will surely match along. 🥰

- The material of a tote bag is **DURABLE**. Because plastic bags don't last, fabric ones guarantee long-term durability. You can carry a lot of stuff and the straps won't break easily. 😊

- Tote bags are usually really **EASY TO CLEAN**. Since it is made from canvas and cotton, you can just wash the bag with lukewarm water and hang it to dry.

What is mentioned above is just a few good reasons on why everyone should own at least one tote bag. Remember guys, you can never have too many bags at home! 🥰🥰
#TotesnThing are ready to provide you various design of tote bag, so if you are interested, you can just contact us by clicking the links below:

Anis - <https://wa.me/60139767444>

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56

People reached

8

Engagements

↑ +2.2x higher

Distribution score

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4) Steps to Clean Your Tote Bag



Totes 'n' Thing

Published by Anis Syazwana · 12 January at 19:43 · 🌐

Do you know that your tote bag can be a home to many bacteria? Since the bag itself was made out of fabric, it can be a place for bacteria to grow. When was the last time you have ever cleaned or washed your tote bag since you bought it? Never because you did not know how to wash it? Totes 'n' Thing can help to give a few tips on how to clean, wash and care for your favourite tote bag.

1. The first thing you need to do before you wash it is to empty the bag. If there are any stains on the exterior, clean it first with a spot stain remover. When it is done, turn the bag inside out.
2. Now dip the bag in a clean lukewarm water.
3. Wring out the excess water and use a brush or just your fingers in a circular motion to remove any dirt on the bag with a light detergent.
4. Do a final rinse to remove the remaining detergent.
5. Dry the bag by simply hanging it on a clothesline to air dry the tote bag.

If your bag is too dirty and the stain can't be removed, just PM us and order a brand new one! 🥰 Our tote bag is affordable at only RM15.00 each and we can guarantee that the designs will not disappoint you.

How to order? 🥰

Just PM or contact us at

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64

People reached

9

Engagements

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5) Types of Tote Bag



Totes 'n' Thing

Published by Anis Syazwana · 12 January at 21:04 · 🌐

Do you know that there are different types of tote bags in the market? 🤔

1. **Work Tote Bags** - A spacious bag with compartments. It is made to fit work essentials such as laptop, notebook, tablet, or stationery. Most of the work tote bags are made out of leather 🍷

2. **Beach Tote Bags** - A large bag that is usually made from jute or cloth so it is easy to customize to any pattern you want to. It also comes with a couple of small pockets to pack your stuff to bring to the beach 🏖️

3. **Foldable Tote Bags** - Folds easily, doesn't take too much space. It is ideal for shopping and when you need an extra bag.

4. **Diaper Tote Bags** - It is typically made from cloth and features several slots and pockets for all your baby supplies.

5. **Promotional Tote Bags** - Simple, inexpensive but durable. Made from non-woven water-resistant materials. Mainly used for promotional with brand names as the design.

At Totes 'n' Thing, we are selling a classic tote bag that is suitable and practical to be used in any occasion. If you are thinking about buying one, contact us to purchase a tote bag at RM15 each 🤗🤗

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124

People reached

16

Engagements

↑ +4.2x higher

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6) Save the Turtle



Totes 'n' Thing

Published by Fazreen Izleen · 24 January at 14:48 · 🌐

It is very sad and heartbreaking whenever we hear news about turtles that died because of plastics in the ocean 🥺❤️

Globally it is estimated that approximately 52% of all sea turtles have eaten plastic in their lives and more than 1,000 turtles die every year after getting entangled in plastic.

Approximately 300 million plastic bags end up in the Atlantic Ocean alone, every year and Malaysia is ranked as the fifth worst global plastic polluter of the oceans 🙄

This is a serious matter that everyone should work together in overcoming this problem. Imagine if at least 50% of the population in Malaysia uses a reusable grocery bag, we can save up to 16.4 million of plastic bags per day. This matter can only be achieved if everyone decides to take part in it 🙌

Totes 'n' Thing encourages everyone to use a tote bag whenever they go grocery shopping. For everyone that is looking for a tote bag, Totes 'n' Thing are selling a tote bag at RM15.00 each. Feel free to contact us to drop your order, dearies 🌟

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42

People reached

7

Engagements

↑ +1.4x higher

Distribution score

Boost post

7) Outfit Ideas



Totes 'n' Thing

Published by Fazreen Izleen · 24 January at 17:01 · 🌐

Hi Dearies! ✨ Picking an outfit to go out always been a problem especially for girls 😊

There are many types of outfit in your wardrobe but did not know how to match it? 😊 Here are a few inspirations of outfits you can wear to go to class or going out.

Adding a bag will spice up your outfit and the perfect bag is a tote bag since it will suit anything that you choose 🛍️

If you don't have one, you can just swing by our FB page to purchase one at RM15.00 each!! Feel free to contact us to drop your order, dearies 😊

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LINK IN BIO

55

People reached

8

Engagements

↑ +1.7x higher
Distribution score

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8) Gift Ideas



Totes 'n' Thing

Published by Fazreen Izleen · 24 January at 17:08 · 🌐

It is very confusing whenever we want to buy someone a gift. There will be questions such as "Will they like this?" "Is it suitable for them?" "Does this size fit them?" and so on. No worries guys, today Totes 'n' Thing will give you a few ideas on a perfect gift for your beloved ones.

1. Teddy Bear - This is the best gift for a girl. They will surely love it and it is huggable! 🤗
2. Wallet / Purse - People rarely change their wallet or purse occasionally, so if you give them one, they will use it longer.
3. Watch - If you want someone to always think of you, get a watch! 😊
4. Handmade crafts - No gift can ever compete with something that is made by your own with love! 😊
5. Bags especially tote bags! - Tote bags are a lifesaver for everyone because it can be used anytime, and anywhere! 🛍️

If you decide to buy a tote bag but wondering where to buy them? Again, Totes 'n' Thing are at your service. We provide various designs at an affordable price of RM15.00. We also can help to deliver it in a special box on your beloved special day! ❤️

Get it now before it's too late ! ! Contact us here 😊

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54

People reached

9

Engagements

↑ +1.7x higher
Distribution score

Boost post

9) Quotes



Totes 'n' Thing

Published by Fazreen Izleen · 24 January at 17:27 · 🌐

It is true that a designer bag that costs a fortune does not make you look great. You won't look cool even when carrying a designer bag if you are in debt just to be able to buy one.

In fact, even by just wearing a non-branded bag, you will look much more stylish if you know how to style it! You can look at our previous posts on some outfit ideas that may inspire you 🥰

Here at Totes 'n' Thing, we provide you with various designs that can spice up your looks just by adding our tote bag 🥰 What's more important is that our bags only cost RM15 each 🥰

If you are interested to look at our designs, visit our FB page and we will be at your service. Feel free to PM us for more information at Anis - <https://wa.me/60139767444>
Fazreen - <https://wa.me/601128378047>



74

People reached

10

Engagements

↑ +2.4x higher

Distribution score

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10) Changing from Plastic Bag to Reusable Tote Bag



Totes 'n' Thing

Published by Fazreen Izleen · 17 h · 🌐

When we go grocery shopping, we would usually just ask for a plastic bag because it seems like less hassle and doesn't have any bad effects.

However, we should all know that a plastic bag will take more than 400 years to decompose 😞 In addition to that, some of the plastic bags will drift away to the ocean. This will cause pollution to the ocean and also endangered marine life 😞😞 This will really cause a lot of damage to the environment. 😞

To avoid that, everyone should put an effort into changing and using reusable bags such as tote bags! ✨ Numerous tote bags these days are made from 100% recycled materials. What's better is that you can use the tote bags numerous times on different shopping trips 🥰 Although it seems like a plastic bag costs way more inexpensive compared to tote bags, but if you really think about it, tote bags will be much more worthy of the price 🥰

There are a lot of tote bags being sold at an affordable price. Totes 'n' Thing is also of them! Our tote bags are only sold at RM15 each but it is made out of high-quality materials to ensure that our bag is durable 🌱

If you are interested in buying one, just visit our Facebook page to look at the designs available and feel free to contact us 🥰 Anis - <https://wa.me/60139767444>
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14

People reached

3

Engagements

↓ -2.3x lower

Distribution score

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11) Uses of Tote Bag



Totes 'n' Thing

Published by Fazreen Izleen · 17 h · 🌐

Did you know the uses of tote bags other than being used as reusable shopping bags? Totes 'n' Thing would like to share a few examples on the other uses of tote bags.

1. Going to Class

No matter if you are going to school or university, tote bags are suitable to be used by anyone from all ages and gender. It can fit in all stationery, books, laptop, purse and a lot more plus it will not spoil your outfit.

2. A Trip to The Beach / Picnic

Going to the beach or picnic will really require you to bring a lot of stuff along so this is where a tote bag will become handy! You just grab one and put everything in it. Easy right? 🤗

3. Heading to the Gym

If you are someone who regularly goes to the gym, you can also use a tote bag to put your phone, wallet, water bottle, towel, and maybe another pair of shoes!

4. A Quick Trip / Staycation

Going on a quick trip means you need to bring some stuff along but surely need to be stylish for all your instagram photos right? Therefore, you can just use a tote bag since it is spacious enough to put things in it and the designs are cute to match your outfit! 🥰

Since you already know that there are a lot of uses of tote bags, do you still don't think that you need one at home? 😊

If you are thinking about buying one, contact us to purchase a tote bag at RM15 each 🥰

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16

People reached

1

Engagement

↓ -2.0x lower

Distribution score

Boost Unavailable

12) Quotes



Totes 'n' Thing

Published by Anis Syazwana · 16 h · 🌐

BAGS = HAPPINESS

I think everyone will agree that we cannot buy happiness but shopping for bags is a source of happiness for some of us. Well, a person can never have too many bags!! 🥰 We need bags that will compliment different outfits and be used at different occasions. But, it might cost a lot especially for students to buy lots of handbags 😞😞

Worry no more, Totes 'n' Thing is here! We sell a tote bag with various designs so you can mix and match with your OOTD. The best part is that our tote bags only cost RM15 each!! 🥰🥰

What are you waiting for? Come & place your order now !!! Click the links below to purchase

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19

People reached

2

Engagements

↓ -1.7x lower

Distribution score

Boost post

13) Feedback



Totes 'n' Thing

Published by Fazreen Izleen · 1 h · 🌐

CUSTOMER FEEDBACK : SPACIOUS TOTE BAG

Still wondering how spacious our tote bag is? 😊 Look at one of our customer feedback! With a measurement of 33cm x 38cm, she's able to put up a lot of things in her bag. We make sure our tote bag will be able to fulfill everyone's needs.

Spacious and durable? We have both of them so that our customers are happy.

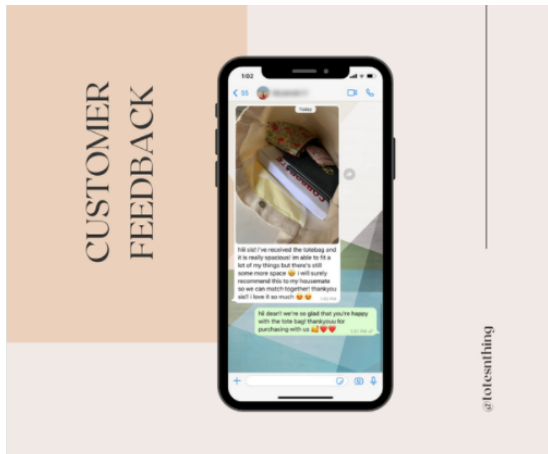
HAPPY CUSTOMER, HAPPY US!!

If you also decide to buy a tote bag, Totes 'n' Thing are at your service. We provide various designs at an affordable price of RM15.00.

Get it now before it's too late !! Contact us here 🥰

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20

People reached

2

Engagements

↓ -1.4x lower

Distribution score

Boost post

14) Feedback



Totes 'n' Thing

Published by Fazreen Izleen · 10 h · 🌐

CUSTOMER FEEDBACK : A BAG PERFECT FOR CLASS

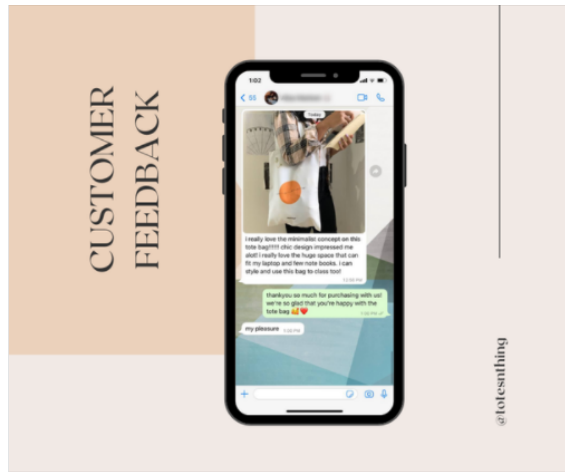
One of our customers is very happy going to class with her brand new tote bag! She told us that the design matches her outfit and she is able to bring along all of her stuff. We promise you guys that our designs will be perfect to be used to go to class.

If you also decide to buy a tote bag, Totes 'n' Thing are at your service. We provide various designs at an affordable price of RM15.00.

Get it now before it's too late !! Contact us here 🥰

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11

People reached

0

Engagements

↓ -2.7x lower

Distribution score

Boost post

15) Feedback



Totes 'n' Thing

Published by Fazreen Izleen · 1 h · 🌐

CUSTOMER FEEDBACK : DESIGN FOR ALL GENDER

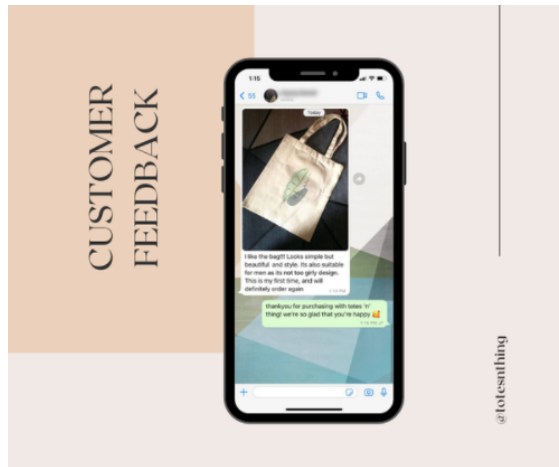
Boys also need a bag to bring their stuff. Luckily, Totes 'n' Thing gives a neutral design that suits both boys and girls! Look at one of our customer feedback!! He is so happy with his purchase since he is able to wear the tote bag when going out with his friends.

To all the boys out there looking for tote bags, you can swing by our FB page to purchase one at RM15.00.

Just click on the link below and we are ready to entertain you 🤗

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Fazreen - <https://wa.me/6011283780>



10

People reached

0

Engagements

↓ -2.9x lower
Distribution score

Boost post

16) Feedback



Totes 'n' Thing

Published by Fazreen Izleen · 1 h · 🌐

CUSTOMER FEEDBACK : CUTE DESIGNS WITH HIGH QUALITY

Hi dearies! Look at our happy customers' feedback! She was so pleased with the designs on our tote bag and the fact that our bag is really durable. She did not expect to get a tote bag that is high quality at the price of only RM15.

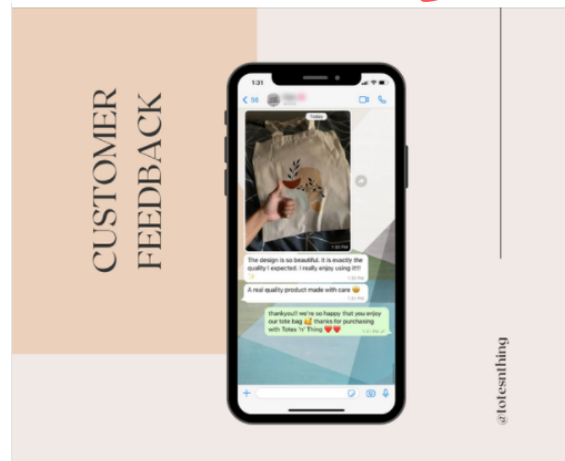
Her feedback has really encouraged us to produce more high quality tote bags in future to make sure our customers are happy!

If you are interested in buying a tote bag, Totes 'n' Thing are at your service. We provide various designs at an affordable price of RM15.00.

Get it now before it's too late !!! Contact us here 🤗

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13

People reached

2

Engagements

↓ -2.2x lower
Distribution score

Boost post

5.0 CONCLUSION

We are grateful that we have finished this social media portfolio. We had gained a lot of experience by running this small business. Our target is to be able to make our customers happy with our tote bag and also to be one of the successful brands.

We hope that with all the hard work we have made, we can achieve our business vision and missions. In order for us to achieve these goals, we are determined to give our full responsibility and commitment to ensure that our customers are satisfied with us.

Last but not least, we are grateful to UiTM and Sir Ahmad Zuhairi for giving us the opportunity to finish this social media portfolio because we had gained new knowledge and experience from this assignment.

A handwritten signature in red ink, consisting of a stylized 'C' or 'G' inside a circle.