



اَوْنِيُوْزْسِيْتِي تِي كُنُوْ لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

TOTE BAG

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME : COLLEGE OF CREATIVE ART (CAAD233)

SEMESTER & GROUP : SEMESTER 4 (CAAD 2334A (2023))

NAME:

- 1. AMMAR NUR HAQIM BIN KHAIRUNNAS (2021888772)**
- 2. MUHAMMAD AZHAD BIN HUZAREIN (2021888682)**

LECTURER:

NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

In the glory name of Allah S.W.T, the Most Gracious and the most Merciful. All praise is due to Allah for giving the line of guidance upon our group to finalize and complete ENT560 Social Media Portfolio while giving our best efforts completing this social portfolio report entirely and managing to withstand all the challenges and difficulties we faced along the process proposing this portfolio.

A huge appreciation upon our lecturer, Nor Fazlina Binti Ghazali, putting her strong efforts for make online classes to brief and teach us properly about this subject of ENT530, giving her best guidance to us throughout completing this Social Media Portfolio, providing help and active support even tho through online to produce such quality report to be accessed.

This Social Media Report wouldn't have been entirely complete without the help from our families, giving the utmost support emotionally and physically to keep moving forward. A huge gratitude on our family members who are willing to share and spread the information for our assignment is already an unmeasurable pleasure of gratitude by them.

Furthermore, I would like to give an acknowledgment to my fellow partner who always give the best for us in order to make this Social Media Portfolio a success, who always sticks together through ups and downs while facing difficulties. This assignment will not be completed without him who always comes out with creative solutions upon solving problems. A huge appreciation towards each other who always be patient with each other and always cooperate along this project.

EXECUTIVE SUMMARY

This section of executive summary gives a general overview of a partnership for the tote bag business while highlighting its salient features, market potential, and tactical approach. The business aims to capitalize on the growing demand for sustainable and eco-friendly alternatives to single-use bags. By forming partnerships with designers, manufacturers, and retailers, the business plans to provide a broad selection of premium tote bags that satisfy the changing requirements of environmentally conscious customers.

The business works with designers, but we also accept the designs that are come out by the customers themselves to produce stylish and modern tote bag designs. The target audience for our business will be the students ranging from High School to Universities, which covers the majority of the social media demographic. We guarantee the production of premium tote bags using ethical procedures and sustainable materials through partnerships with manufacturers. We can optimize production costs and achieve economies of scale thanks to these collaborations. In order to increase our reach and increase the potential of a sale, we market our business through Facebook as our marketing platform.

We will use a multi-channel marketing and sales strategy that includes the following components to successfully break into the market. We can access diverse sales channels by cooperating with established retailers. We primarily update our content on Facebook, but we also provide our WhatsApp contact information for customers who would rather use a more user-friendly platform. Our tote bag collection is displayed on our Facebook page, which also makes shopping easy. To interact with our target audience on social media, we will also use influencers and social media platforms.

Our tote bag partnership company has the potential to benefit from the rising demand for fashionable, environmentally friendly alternatives to single-use bags. We hope to provide a stylish selection of eco-friendly tote bags that satisfy the changing demands of environmentally conscious consumers by fostering collaborations with designers, producers, and retailers. We are positive in the success and profitability of our business venture thanks to a robust market opportunity, a competitive advantage, and a complete marketing and sales strategy.

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GO-ECOMMERCE REGISTRATION

7/5/23, 12:15 AM

eUsahawan App

Go-eCommerce
BETA



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

PERSONAL PROFILE BUSINESS PROFILE



**AMMAR NUR
HAQIM BIN
KHAIRUNNAS**

Personal Information

Name	: AMMAR NUR HAQIM BIN KHAIRUNNAS	Phone/Mobile	:	<input type="text"/>	<input type="button" value="Edit"/>
		Home Address	:	<input type="text"/>	
New Identity	:				
Card No.	:	District	:	<input type="text"/>	
Email Address	:	Postcode	:	<input type="text"/>	
		Personal	:	<input type="text"/>	
City	:	Instagram	:	<input type="text"/>	
		Race	:	Malay	
State	:	Special Need	:	No	
Personal	:	Required	:		
Facebook	:				
Gender	:	Male			
Marital Status	:	Single			

Institution Information

UiTM Puncak Alam - ENT530CAAD

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	<input type="button" value="Edit"/>
Course Name	: ENT530CAAD	Class Name	:	ENT530CAAD	<input type="button" value="Delete"/>
Subject Name	: ENT530CAAD	Year Enrolling the subject	:	2023	
Month	: 3	Lecturer Name	:	Norfazlina Ghazali	
Enrolling the Subject		Year Of	:		
Internship Enrollment	: No	Internship Enrollment	:		
Month of Internship	:	Period of Internship	:		



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PERSONAL PROFILE BUSINESS PROFILE



**MUHAMMAD
AZHAD BIN
HUZAREIN**

Personal Information

Name	:	MUHAMMAD AZHAD BIN HUZAREIN	Phone/Mobile	:		Edit
			Home Address	:		
New Identity Card No.	:					
Email Address	:		District	:		
			Postcode	:		
City	:		Personal	:		
State	:		Instagram	:		
Personal Facebook	:		Race	:	Malay	
Gender	:	Male	Special Need	:	No	
Marital Status	:	Single	Required	:		

Institution Information

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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	Edit Delete
Course Name	:	ENT530CAAD	Class Name	:	ENT530CAAD	
Subject Name	:	ENT530CAAD	Year Enrolling the subject	:	2023	
Month Enrolling the Subject	:	3	Lecturer Name	:	Norfazlina Ghazali	
Internship Enrollment	:	No	Year Of Internship Enrollment	:		
Month of Internship Enrollment	:		Period of Internship Training	:		



Certificate of Completion

This acknowledges that

AMMAR NUR HAQIM BIN KHAIRUNNAS

has successfully completed

eUsahawan Course
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Certificate of Completion

This acknowledges that

MUHAMMAD AZHAD BIN HUZAREIN

has successfully completed

eUsahawan Course

Level 1 – Go Digital

organised by



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INTRODUCTION OF BUSINESS

NAME OF BUSINESS

Tote Bag is proud to present its innovative business venture, which combines social media, style, and sustainability to offer you a wide selection of environmentally friendly tote bags. Our partnership makes use of Facebook's sizable user base and interactive tools to design an enjoyable and convenient shopping experience for customers who care about the environment.

We at Tote Bag recognize the need for environmentally friendly substitutes for single-use bags. Reusable and stylish tote bags that support conscious consumerism are becoming more and more in demand as the world moves towards eco-friendly living. Facebook offers us a dynamic platform to connect with a large audience, showcase our distinctive collection of tote bags, and establish connections with potential customers.

To create a seamless shopping experience, our partnership model brings together experienced designers, manufacturers, and our online community. We choose a collection of trendy and modern tote bag designs that appeal to various preferences and trends by working with renowned designers. We guarantee that each tote bag is not only fashionable but also environmentally responsible by placing a high priority on the use of sustainable materials and ethical production techniques.

Customers can browse our selection, read descriptions of our goods, and view high-resolution images on Facebook, which acts as our online storefront. Through their likes, comments, and shares, they can interact with our brand, fostering a sense of connection and community. Within the Facebook platform, customers can easily place orders, track their shipments, and get personalized recommendations.

ORGANIZATIONAL CHART

MISSION/VISION

MISSION:

Through our Tote Bag Partnership on Facebook, we aim to empower people to make sustainable decisions by giving them smart, environmentally friendly tote bags. While fostering a sense of community and connection among like-minded people who share our commitment to sustainability, we work to reduce the amount of single-use plastic waste generated and to promote conscious consumption.

VISION:

Our vision is to establish ourselves as a top supplier of eco-friendly tote bags known for our cutting-edge designs, moral ethical practices, and fun Facebook shopping experience. Reusable tote bags will soon be the standard option for daily needs, promoting a society that is greener and more mindful of the planet. through our collaborations and involvement in the community.




DESCRIPTION OF PRODUCTS

Here at Tote Bag, we provide a range of tote bag designs. We have the ideal tote bag to fit your lifestyle, whether you're looking for a big and reliable bag for daily use, a slim and portable choice for your commute, or a stylish and modern style for a night out. To keep your belongings organized and readily available, our selection includes options that can be used in a variety of ways and have lots of storage space, reliable closures, and useful pockets.

By selecting our tote bags, you support a sustainable future while also making a fashion statement. It's simple to shop with us on Facebook. Simply browse our online shop to see detailed product descriptions and detailed pictures. Participate in our community by sharing, liking, and commenting on your favorite designs. With just a few clicks, you can place an order and track your delivery directly from Facebook.

If you want tote bags that reflect your values and your style-forward mindset, choose our Tote Bag Partnership on Facebook. Let's make a statement and change the world together, one tote bag at a time.

PRICE LIST

PRODUCT DESIGN	PRODUCT DETAIL
	<p>Size: Height: 25cm, Width: 30cm, Depth: 10cm Material: Cotton Price: RM 20</p>
	<p>Size: Height: 30cm, Width: 35cm, Depth: 15cm Material: Cotton Price: RM 25</p>
	<p>Size: Height: 35cm, Width: 40cm, Depth: 20cm Material: Nylon Price: RM 35</p>

FACEBOOK (FB)

Customizing URL Facebook (FB) page
Facebook (FB) post - Teaser
Facebook (FB) post - Copywriting (Hard sell)
Facebook (FB) post - Copywriting (Soft sell)
Facebook (FB) post - Teaser

FREQUENCY OF POSTING

Image 1

SALES REPORTING

Go E-commerce Total Profit Report

Image 2

Proof Online Transaction Receipt

Image 3

CONCLUSION

In summary,