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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA PUBLIC ADMINISTRATION (AM110)

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY OF:

DUCKBILL FACE MASK

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SUBMISSION DATE:

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Executive Summary

Since our world has been hit by the pandemic of Covid-19, majority of people who are the most affected are the business owners. As a result, most of the business owners shifted from offline business to online business. This is because of the lockdown and the fear of getting infected by the virus when interacting with people. Through online business, all the business activities such as selling, buying, and advertising are conducted online. The method that I chose to do my business is hybrid method, which is I can choose whether to conduct the business online or offline.

As of the product, I choose to sell face mask. From all the options on type of face mask to sell, I choose the duckbill design. Before the pandemic of Covid-19 hits the world, face mask is only considered as one of lab equipment. As of right now, face mask is mandatory for all people to wear based on the Standard Operating Procedure (SOP) implemented by the government of Malaysia.

Selling them at the most affordable price that I can think is my objective for this business to grow. I hope that my friends and family can help and motivate me throughout my time in conducting this business.

MyENT Registration

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
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MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Hybrid
Bidang Perniagaan yg diceburi	:	Peralatan Makmal
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://wa.me/601112278262
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	17 Apr 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	17 Apr 2022
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Project Description

For this business opportunity project, I chose to sell face mask. As all people know, face mask is now mandatory for all people to wear following the Standard Operating Procedure (SOP) implemented by the government of Malaysia. Because of the new normal, the sales of people who sold face mask became increases. This is because, all people are now using face mask as their daily wear. Compare to before the pandemic of Covid-19 hits the world, face mask is only being used as a lab equipment or in the hospitals. It is one of the reasons that I choose to sell face mask, because I know people will be buying as it is considered a necessary.

Of all the options on type of face mask that exist, I choose to sell duckbill face mask. According to the source Rolling Stone, duckbill face mask is now the latest trend in Covid-19 protection (Tim Chan, 2021 December 29). It's unique design (Figure 1) provide better protection and more comfortable to breathe in. Even though wearing mask could not prevent us from getting the Covid-19 virus, at least it can act as an extra protection for us. As wearing mask is now mandatory, the designers may think it is time to modernize to something more comfortable, that is why they came on a new design of a face mask which is duckbill and becomes a trend now. Coming from my own opinion and perspective, between the two designs of face mask which is KF94 (Figure 2) and duckbill, duckbill is more comfortable to wear and better breathability.



Figure 1

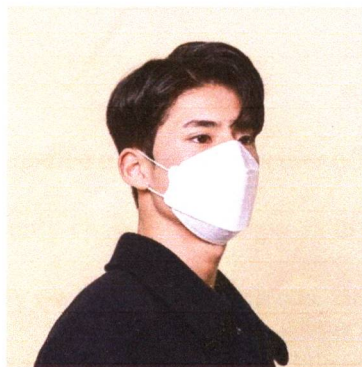
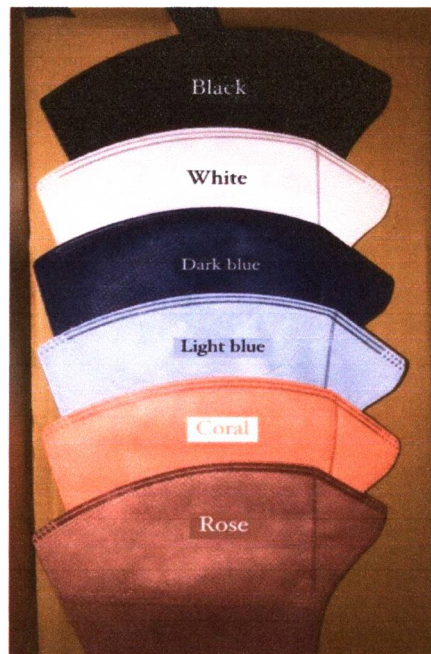


Figure 2

I decided to sell this duckbill face mask in various of colours. My products are available in six colours which is black, white, dark blue, light blue, coral, and rose. Based on my observation, those colours are the most often used by people. That is why I chose to only sell the famous colours, as people would attracted to buy them. Below is an example of the colours available:



At first, I wanted to sell the normal face mask people usually worn, but after I think twice and asking for my friend's opinion, I think it would be better if I sell the design that is currently famous. This is because, people these days especially the youngsters, love to follow on latest trend. That is one of the reasons why I choose to sell only this particular design, as I also have done my research on it.

Since this is the first time I conducted a business whether offline or online, I have zero experience in doing it. That is why I only choose WhatsApp as my platform to promote my business. Mostly, my customers are my own family and friends. Besides that, I collect orders every day for two weeks and delivery on weekend. For the delivery, I do Cash on Delivery

(COD), or the customers can choose to self-pick up at my house. After each one of my customers received the items, I will ask them for a feedback.

To attract people and gain some attention so that they are interested in buying my products, I used my own strategies such as by doing promotion. For an example, buy 3 packs for RM 12. The original price for 1 pack (10pcs/pack) of the mask is RM 5. If people choose to join the promotion, they can save RM 3. As for the outcome, I think my strategies went well because all of my customers choose to buy 3 packs instead of less than 3 to grab the discount or promotion.

As a conclusion, I hope I reached my objective of this business which is to sell them at the most affordable price. Besides that, I hope I will gain some good experience throughout doing this business.

PROJECT DESCRIPTION-BUSINESS TRANSACTION SUMMARY

Cashflow Record					
Date	No. of face mask prepared (per pack)	No. of face mask sold (per pack)	Cost incurred (RM)	Weekly revenue (RM)	Weekly profit (RM)
Week 1	18	18	40	72	32
Week 2	18	18	40	72	32
TOTAL	36	36	80	144	64

The total amount of profit that I gained throughout the two weeks of business is RM64, with 36 packs of face mask sold following the promotion that I have given which is buy 3 packs for RM 12. I am truly grateful that my friends and family gave their never-ending support to my business.

Business Modal Canvas (BMC)

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> - Shopee - WhatsApp 	<ul style="list-style-type: none"> - Doing promotions - Delivery service <p>Key Resources</p> <ul style="list-style-type: none"> - Frequently promoting available stocks 	<ul style="list-style-type: none"> - It is now considered mandatory to face mask - To give extra protection 	<ul style="list-style-type: none"> - Personal assistance <p>Channels</p> <ul style="list-style-type: none"> - WhatsApp, WhatsApp's status 	<ul style="list-style-type: none"> - Teenagers - Adult
Cost Structure		Revenue Streams		
<ul style="list-style-type: none"> - Sales and marketing <p><i>costing</i></p>		<ul style="list-style-type: none"> - Promotions - Cash On Delivery (COD) <p><i>Sales</i></p>		

Experiential Learning

Throughout doing this business, I have gain new experience and learnt some new things. It does not matter whether it is a positive or negative impacts towards my business, I will just assume it as a lesson learnt. The most important thing in doing a business especially if you are a newbie, you should be confident, patient, and does not give up easily. This is because, you are not the only one doing the business selling the products you have sold. A lot of other businesses are selling duckbill face mask too consider it is now a trending. That is why I chose to do promotions and sell the items on the most affordable price. This is because, most customers will compare the prices and feedbacks to other businesses or shops and choose to buy the most affordable and which one are worth to buy based on their research.

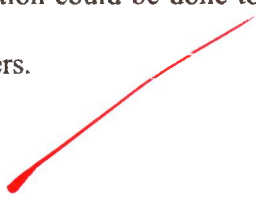
Besides that, I have learnt that it is important to double check things before you passed it to the customer. This is because, in case we mistakenly missed some of their orders or the items have a defect, we can detect it early and have time to change or replace it. Quality of the products and good services are important in doing a business.

Searching for possible customers are one of the challenges I have faced in doing my business. At first, it was only my own friends and family who have bought my products. After asking them to help me promote and showing feedbacks from my past customers, that is the first time I have received orders from a stranger or people who I have never met.

Lastly, by doing this business, I can improve my communication and social skills. Before this, I have a problem with talking to strangers, because I am a shy person and less confident one. Since starting this business, I have learnt to overcome my insecurities. At first, it was hard but eventually I can overcome my less confident self and become a more confident one.

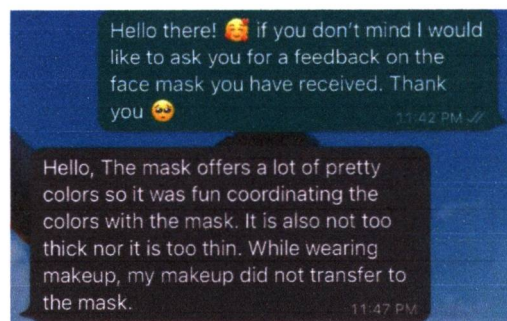
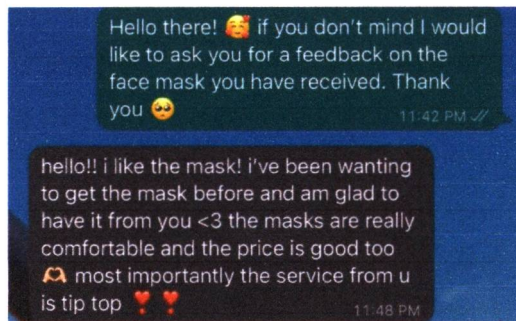
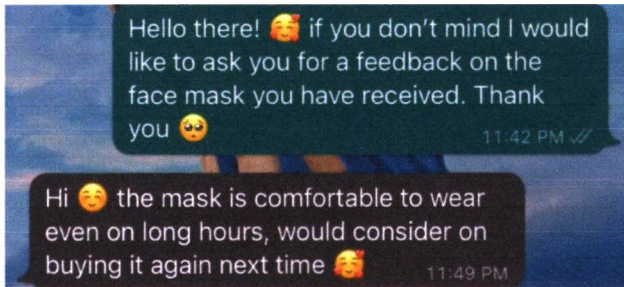
Conclusion

As a conclusion, even though online businesses seem easy to conduct than an offline business, it has a few challenges in doing it. For an example, many competitors as most businesses have shifted from offline business to online business since this pandemic of Covid-19. As a person who has no experience in doing businesses, it was quite challenging for me. Despite the challenges, I am grateful that I have supportive friends and family. That is one of the reasons why I have never give up on doing this business even though there are many challenges. Besides that, a creative solution could be done to make people attracted to your business as it was different from the others.



Appendices

- Customer's feedbacks



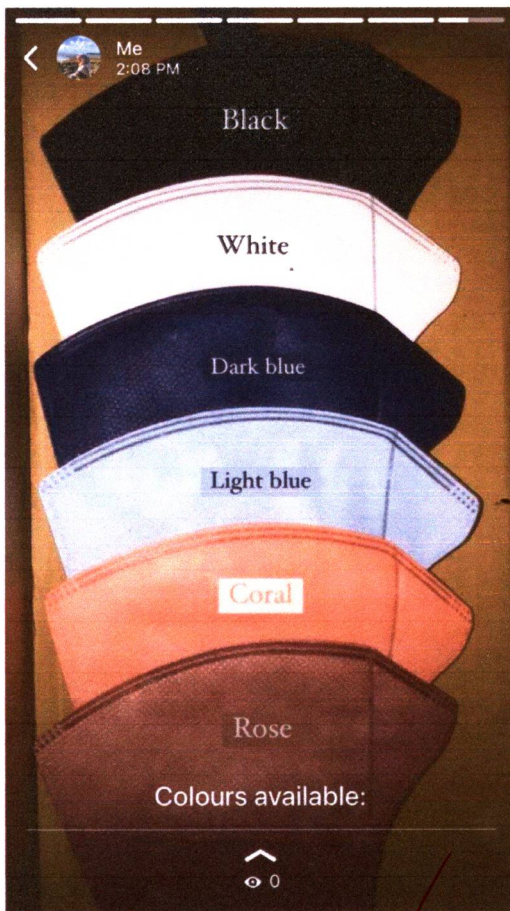
- Cash on Delivery (COD)



- Some of the orders I've packed



- My WhatsApp's status



References

Tim Chan (2021, December 29). Billable Defense: These Duckbill N95 Masks Are the Latest Trend in Covid Protection. Rolling Stone. Retrieved from <https://www.rollingstone.com/product-recommendations/lifestyle/best-duckbill-mask-n95-1070547/>