



اَوْبُو سَيِّدِي تَيْكُونُ لَوْ كُنْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)**



**A1: BUSINESS OPPOTURNITY
SWEET BITES CHOCOJAR**

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30/6

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EXECUTIVE SUMMARY

I was assigned to run a small business for my assignment project. I decided to open a small business which is selling chocojar. Sweet Bites is a new brand for chocolate lovers. Modal to start this business is RM 150. The ingredients used to make the chocojar are premium ingredients. However, customers can still enjoy it at an affordable price. My vision for this product is to develop the sweet bites business by offering the best dessert at an affordable rate. I always provide the excellent services for my customers in order to ensure their pleasure and fulfillment. I believe with my hard work and passion, my small business can be successful in the future.

It is critical to maintain and ensure our goods in long-term business because we want this product to be recognized not only in the local market but also in the global market where it can compete with other brand products. Furthermore, I make two flavours for this chocolate jar such as white chocolate and milk chocolate . It is a measure to keep customers from becoming bored because there are numerous flavours from which to choose. I also provide several type of topping such as Cadbury, Nips, Kitkat and Kinder Bueno to add more flavours.

I chose this business as a means of meeting new folks and expanding my network. I learned something new about developing my personality, increasing my confidence, and acquiring new skills as a result of my career involvement. Apart from that, I will also be able to broaden my understanding on how to do marketing strategies and learn how to use the application to create product.

MyENT REGISTRATION

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
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Fakulti	:	Faculty of Administrative Science & Policy Studies
Kampus	:	Sarawak
MAKLUMAT PERNIAGAAN		
Mod Pemiagaan	:	Hybrid
Bidang Pemiagaan yg diceburi	:	Makanan
Tempoh Bemiaga	:	
No. Pendaftaran Pemiagaan	:	
URL Pemiagaan	:	www.wasap.my/601135227276
Alamat Premis Pemiagaan	:	
Tarikh Mendaftar	:	17 Apr 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	17 Apr 2022
<p>Siji Pendaftaran Pemiagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Siji ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis. Penggunaan siji 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>		
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people in my college, I will also distribute and promote through my college group Whatsapp.

I have been doing this business since 15 April 2022 until 21 April 2022 , both online and offline, and it's been about one week. This time period has provided me with more valuable experience. J&T is my main shipper for deliveries. This is due to their excellent service. However, my sister will help me to deliver this chochojar to customer and use cash-on-delivery (COD) services to distribute the products to those who live in the neighborhood. As a result, my work requires me to use both offlineand online methods, depends on the requirements of the consumers. Below is the price of the product.

Products	Size/ type	Price
Milk chocolate	With topping (Cadburry, Kinder Bueno, Nips, Milo Nuggets and Marshmallow)	RM 12
Milk Chocolate	Without topping	RM 10
White chocolate	With topping (Cadburry, Kinder Bueno, Nips, Milo Nuggets and Marshmallow)	RM 12
White Chocolate	Without topping	RM 10

BUSINESS MODAL CANVAS (BMC)

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> ➤ Suppliers ➤ Stores 	<ul style="list-style-type: none"> ➤ Delivery services ➤ Make different flavours of chocojar 	<ul style="list-style-type: none"> ➤ Healthy Chocolate product ➤ Halal 	<ul style="list-style-type: none"> ➤ Personal assistance 	<ul style="list-style-type: none"> ➤ Customers from all range of age.
	Key Resources		Channels	
	<ul style="list-style-type: none"> ➤ Raw material ➤ Financial 		<ul style="list-style-type: none"> ➤ Whatsapp 	
Cost Structure		Revenue Streams		
<ul style="list-style-type: none"> ➤ Production cost 		<ul style="list-style-type: none"> ➤ Cash On Delivery (COD) 		

PROJECT OUTCOME

Simple Cashflow Record

Date	No. Of units taken/prepared	Revenue daily (selling price x units sold)	No. Of units sold	Cost incurred	Profits
Day 1	10 white chocolates	RM 10 x 10 = RM 100	10	RM 5 x 10 = RM 50	RM 100 - RM 50 = RM50
Day 2	6 milk chocolate with cadburry topping	RM 12 x 6 = RM 72	6	RM 6 x 6 = RM 36	RM 72 - RM 36 = RM36
Day 3	10 milk chocolate	RM 10 x 10 = RM 100	10	RM 5 x 10 = RM 50	RM 100 - RM 50 = RM 50
Day 4	7 white chocolates with Kinder Bueno topping	RM 12 x 7 = RM 84	7	RM 7 x 7 = RM 49	RM 84 - RM 49 = RM 35
Day 5	12 milk chocolate with Kitkat topping	RM 12 x 12 = RM 144	12	RM 10 x 12 = RM 120	RM 144 - 120 = RM 24
Day 6	10 white chocolates 5 milk chocolate	RM 10 x 10 = RM100 RM 10 x 5 = RM 50	10 5	RM 5 x 10 = RM 50 RM 2 x 5 = RM 10	RM 100 - RM 50 = RM 50 RM 50 - RM 10 = RM 40
Day 7	5 white chocolates 12 milk chocolate with cadburry topping	RM 10 x 5 = RM 50 RM 12 x 12 = RM 144	5 12	RM 2 x 5 = RM 10 RM 10 x 12 = RM 120	RM 50 - RM 10 = RM 40 RM 144 - RM 120 = RM 24
TOTAL	77	RM 844		RM 495	RM 349

I was able to earn RM 844 in total sales after seven days venturing into this business. Since our minister declared the border open, all business has returned to normal. I received a net profit of RM 349 after subtracting my costs of goods sold and cost incurred during the activity.

Revenue - Cost = Profit

RM 844- RM 495 = RM 349

EXPERIENTIAL LEARNING

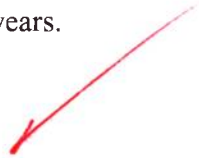
I was anxious about trying to start my business because I am an introvert. It is challenging for me to step outside of my normal routine, but I am doing my best to get this business off the ground. After accomplishing this business opportunity task for seven days, I noticed that selling goods is challenging because profit requires good marketing. What's more, we must be conscious of our language when dealing with customers and always react appropriately to your customer's message as soon as possible. As a consequence, they will be keen to buy our products in the future. This experience has taught me new knowledge. I had gained a lot of knowledge in the field of business.

Moreover, I should practise writing information in a clear and concise manner when advertising a product. This is due to the requirement that all information be precise and effective in order to easily pique the interest of customers with the way we advertise a good or service that can catch their eye.

I gained more self-confidence and established a good communication skill as a result of this experience. By conducting this business, I also made some new friends. Some of them are people just starting out in business, and we help each other out. My new friends are also my regular customer. I have learned from this new experience that money is not easy to obtain. When I first started my business, only my family and my close friends are my customers. Eventually some strangers started to purchase my products as my family helps me to promote my product to their friends. I am very grateful that my family give their full support to my small business.


The following are a few of the difficulties I ran into while conducting this business. It will first be delivered to customers' homes who buy it via an online marketplace. If the courier mishandles the package and the item gets damaged, it will be a challenge. If this happens, getting in touch with the customer is crucial to fixing the problem. I noticed my error as a consequence, and I now double-check the security of the package before mailing it. Moreover, this incident makes my communication skills have improved as a result of this experience. When I started my small business, I have to juggle managing orders, mailing orders to customers, and concentrating on my classes, assignments, and projects. As a student with a busy schedule, I have to learn to manage my time wisely and this is very challenging for me.

Finally, I am thankful for starting up this company because I love what I am doing right now. Even though it does not seem like my business is doing well, I will not give up and will carry on in order for it to expand. Additionally, I hope to expand my product line in the upcoming years.



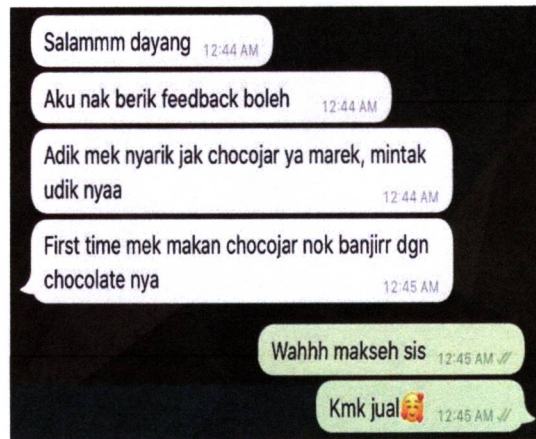
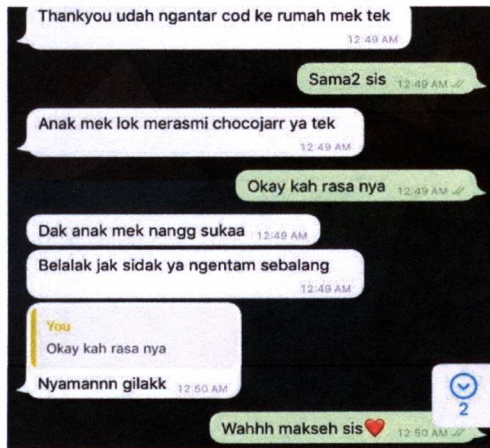
CONCLUSION

In conclusion, I discovered a lot of new information during the business activity. I get to develop my social abilities as we need a strong network to be a successful entrepreneur. I was able to transform myself from a timid to a confident young woman. This is because it takes courage to stand out in the business world. I consider myself to be very introverted. But once I started working in this industry, I was able to solve the issue. Apart from that, I found that by making a commitment to my goals, I might find motivation to pursue them. Since staying focused on the plan is crucial, I made a list of my goals and how committed I am to accomplishing them. I was happy despite the small amount because I had initially thought no one would be interested.



APPENDICES

Customer's Feedback



Cash On Delivery (COD)

