



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY OF AEK COPY



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SUBMISSION DATE:

20 JUNE 2022

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EXECUTIVE SUMMARY

A business is a legally recognised entity that provides goods or services. The majority of enterprises are privately held. A company is typically founded to make money in order to improve the wealth of its owners and expand the company. One of the key objectives of business owners and operators is the acceptance or development of financial rewards in exchange for labour and the acceptance of risk. Businesses can be created as non-profits or government-owned corporations. For instance, a business could be in services, physical or digital goods sales. Food and clothing-based products are examples of physical forms which can be sold.

When the Covid-19 pandemic spread across the country, however, our national economy was impacted, resulting in significant losses for sellers. Small sellers are among those impacted. As a result, after a few months of being under a movement control order (MCO), small sellers can now continue their operation. I take this opportunity and time available during the covid-19 pandemic to launch this my small business. As a result, I believe owning a beverage firm will benefit me. For my business, AEK COPY is the product that I choice for my business. Based on the research I have done, there are no merchants that prepare and sell coffee dishes to coffee enthusiasts in my neighborhood. Given that coffee has become one of the most popular beverages among teens and seniors over the past few years, I believe this will be the best time to launch my business with the opportunities available. Many people prefer to drink at home rather than in a cafe. Given the available options, I'd like to offer my goods delivery service to all my clients. I started my business to learn new things, and I've learnt a lot about running a business as a result.

MyENT REGISTRATION (CERTIFICATE)



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Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

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SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

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MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg
diceburi : MINUMAN
Tempoh Berniaga : 5 Bulan
No. Pendaftaran Perniagaan :
URL Perniagaan :
Alamat Premis Perniagaan :
Tarikh Mendaftar : 02 Jun 2022
Tarikh Kemaskini :
Tarikh Cetak : 02 Jun 2022

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PROJECT DESCRIPTION – (BEFORE ACTIVITY)

Due to the pandemic season, which had a tremendous impact on our society, many vendors did not dare to take any more risks to maintain their business, and many businesspersons were believed to have gone bankrupt during the pandemic. Modest traders are also impacted because they can only make a small profit and must sell items at a low cost.

After the third season of PKP concluded, the Prime Minister announced that the business may be restarted, so I began looking for things to sell to earn money and purchase my own necessities. So, I decided to sell a cup of AEK COPY for RM4.00.

In recent years, coffee drinks have grown in popularity and trending among young people. Furthermore, my estimates show that the teen population in my neighbourhood is higher than the adult population. After that, a new trending from young people may be increasing demand of coffee. As a result, I am optimistic that my company will run smoothly and according to my plan. Business operations will be opened at home.

I also utilize social media to promote my business. This is because it is one of the venues via which I can interact with others and share the information with them. Hence, social media can help me in various ways to increase product sales AEK COPY. With social media also helps in sharing customer feedback and videos about the benefits of AEK COPY product production. I'm sure that my friends also will help to share and support my products.

Since starting this business, I have received a lot of encouragement from family and clients to keep moving forward to achieve my goals. My relatives and friends is the reason for me to keep my company going indefinitely.

PROJECT OUTCOME – (AFTER ACTIVITY)

Price of AEK COPY:

MENU OF COFFEE KITA	PRICE (RM)
COPY BATU (COLD)	RM 4.00
COPY ANASH (HOT)	RM 4.00

Total order for AEK COPY for 4 weeks:

Week	MENU OF AEK COPY		Total Coffee Kita sold	Total Price (RM)
	COPY BATU (COLD)	COPY ANASH (HOT)		
Week 1	9	22	31	31 X RM4.00 = RM124
Week 2	14	21	35	35 X RM4.00 = RM140
Week 3	8	13	21	21 X RM4.00 = RM84
Week 4	17	13	30	30 X RM4.00 = RM120
Total (PROFIT)			117	117 X RM4.00 = RM468

The amount of money I earned in four (4) weeks was RM 468 by selling AEK COPY. In the meantime, I have also managed to sell a total of 117 cups of coffee in four weeks. After doing business for four (4) weeks, running the AEK COPY business is very challenging for me in increasing my efforts to become a successful entrepreneur. In the first week, the process to succeed in the mission as a successful seller of coffee water, I have promoted my product, AEK COPY to close acquaintances such as family and friends. The estimated target got a positive reaction. This is because I have estimated around 15-20 cups of coffee and managed to sell as many as 31 cups of coffee. So, this thing has had a positive impact on my business as it got good feedback from close acquaintances.

In the second week, my business is thriving because of the positive feedback. Attracting customers through social media is so good that it can sell as many as 35 cups of coffee in the second week. This has made me happy to find AEK COPY to be a customer attraction.

Being a student and doing business while studying keeps me busy when having a high number of bookings. So having a shortage of employees has made me less consistent in business. So, there were 21 cups of coffee sold in the third week. However, my business grew again in the fourth week compared to the third week.

BUSINESS MODAL CANVAS

<p><u>KEY PARTNERS</u></p> <ul style="list-style-type: none"> • University • Worker <p><i>Opportunities</i></p>	<p><u>KEY ACTIVITIES</u></p> <ul style="list-style-type: none"> • Produce and selling coffee drinks 	<p><u>VALUE PROPOSITIONS</u></p> <ul style="list-style-type: none"> • Affordable price but premium quality • Save money <p><i>coffee work</i></p>	<p><u>CUSTOMERS RELATIONSHIP</u></p> <ul style="list-style-type: none"> • Promotion strategies • Communities 	<p><u>CUSTOMERS SEGMENTS</u></p> <ul style="list-style-type: none"> • Friends • Worker • Student
	<p><u>KEY RESOURCES</u></p> <ul style="list-style-type: none"> • Cash • Customer databases 		<p><u>CHANNELS</u></p> <ul style="list-style-type: none"> • WhatsApp • Instagram • Facebook 	
<p><u>COST STRUCTURES</u></p> <ul style="list-style-type: none"> • Raw material <p><i>Salary other cost</i></p>		<p><u>REVENUE STREAMS</u></p> <ul style="list-style-type: none"> • service revenue <p><i>sales!</i></p>		

EXPERIENTIAL LEARNING - STUDENT EXPERIENCE

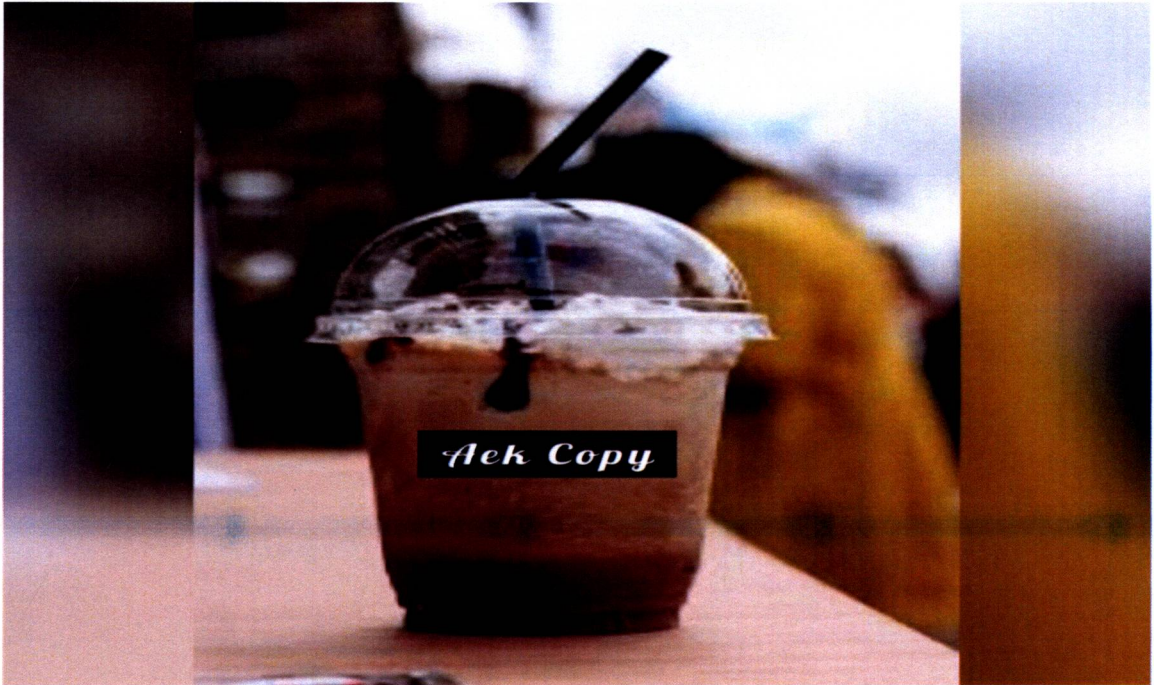
Business is a matter that requires a ~~high degree of~~ discipline. Starting a business is not as easy as I thought. In fact, it is a challenge to do it yourself. As a trader, you need to be consistent to succeed in a business. This is because to grow a business requires a long period of time. With self-discipline, I was able to do things beyond my expectations. For example, preparing items for brewing coffee, making coffee water alone and etc.

Feedback from customers is very important to me. This is because we can maintain and identify the lack of production of our product. However, there are many different types of customers when I run the AEK COPY business. Among them are customers who give tips to grow the business, give advice on the success of the business economy. In fact, there are a handful of customers who always give negative criticism and feedback on my business. This is a challenge for me in running a business. Having negative feedback has given me the motivation to continue to motivate myself and strive to grow this business of mine. I also thank the customers who are satisfied with my AEK COPY product.

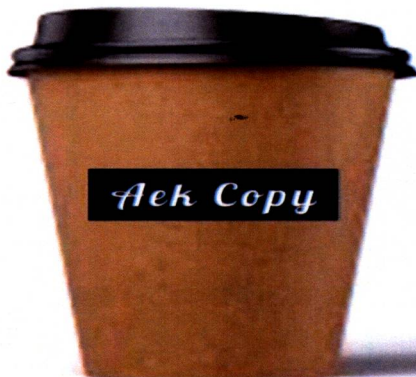
Business has taught me many things to manage a business, interact with social and etc. This experience has had a positive impact on me who is new to business. The support from family and friends has given me the motivation to make the AEK COPY product a success until now. Profits from this business have made me feel happy and be able to improve the quality of AEK COPY.

APPENDICES

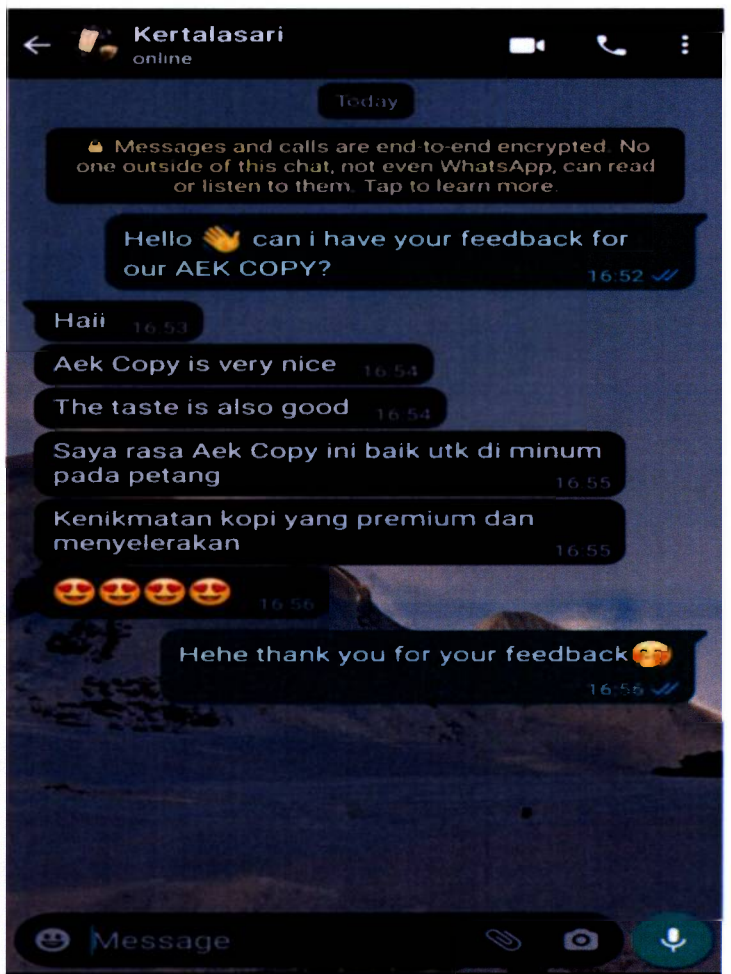
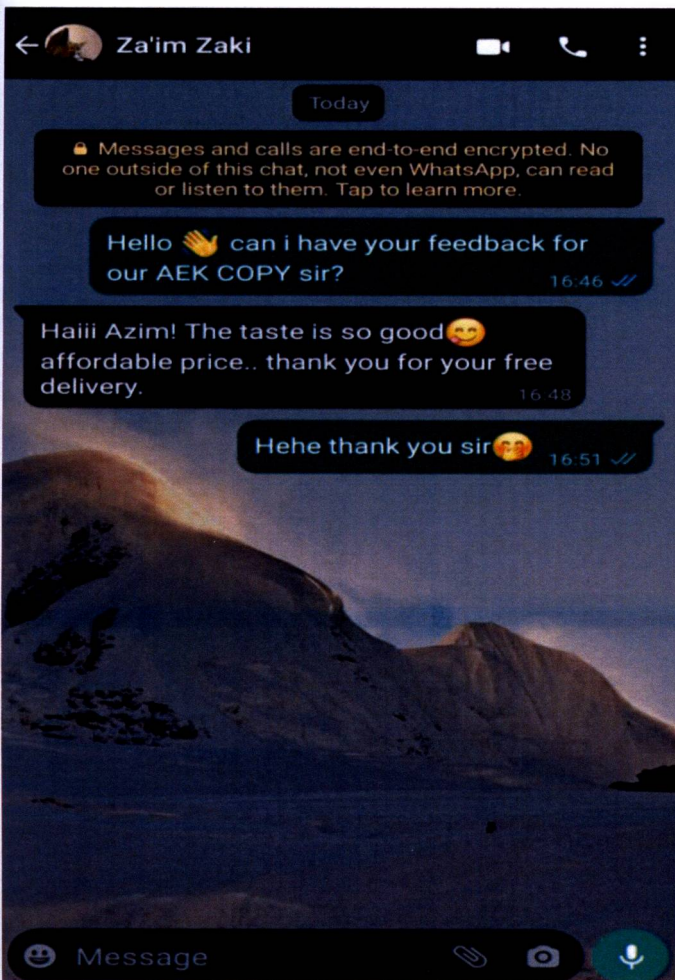
COPY BATU (COLD):



COPY ANASH (HOT):



CUSTOMERS FEEDBACKS



LOGO of AEK COPY

