



اَوْنُوْسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**

**BUSINESS OPPORTUNITY OF  
JERUK MANGGA**

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20/6  
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## EXECUTIVE SUMMARY

A business is a legally recognised entity that provides products or services. The majority of enterprises are privately held. A company is often 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. Cooperatives and government-owned businesses are notable outliers. Businesses can also be set up as non-profits or government-owned corporations. Food and clothing-based items are examples of physical forms that may be sold.

However, when the Covid-19 outbreak struck, our country's economy collapsed, resulting in massive losses for merchants, particularly those selling food and beverages. After several months of being imprisoned at home, the food and beverage entrepreneur was finally permitted to continue operations. I also took advantage of the covid-19 epidemic to establish a company. As a consequence, I think owning a food and beverage firm will be beneficial to me. For my business, Jeruk Mangga is the product of choice. According to my investigation, there is no one selling Jeruk Mangga in my area. Given that Jeruk Mangga has become one of Malaysia's most well-known and widely consumed meals, I feel now is the greatest moment to start my business. During the season, many people choose to stay at home rather than go out. As a consequence, I decided to give all of my clients my goods delivery service. I began my business to learn new things, and I've learnt a lot about operating a business as a result of it.

## PROJECT DESCRIPTION - (BEFORE ACTIVITY)

Many vendors are afraid to take any more chances in order to maintain their business after the pandemic season, which has had such a significant influence on our society, and many merchants are claimed to have gone bankrupt during the epidemic. Modest businesses are also impacted, as they can only earn a small profit and must sell their products at a low cost.

Following the conclusion of the third season of MCO, the Prime Minister stated that the business might be reopened, so I began looking for things to sell in order to earn money and purchase my own requirements. So, I decided to sell RM13.00 worth of Jeruk Mangga.

Jeruk Mangga has grown in popularity in recent years, particularly among the youth. In addition, my estimates show that the teen population in my hometown is larger than the adult population. I also discovered that my area has University students. As a consequence, I am optimistic that my company will function smoothly and according to plan.

I also picked social media to promote my business since it is one of the few venues where I can communicate with people and provide them information. I can also write reviews and create videos of how to cook Jeruk Mangga to share with my friends on social media. I also let my friends assist me in getting the word out about my products.

Since establishing my firm, I've had a lot of support from friends and customers who have encouraged me to keep going and reach my objectives. My target market and user base include my friends, customers, neighbours, and family. This is why I aim to keep my company going indefinitely.

**PROJECT OUTCOME – (AFTER ACTIVITY)**

**Price of Jeruk Mangga:**

<b>MENU</b>	<b>PRICE (RM)</b>
Jeruk Mangga	RM 13.00

**Total order Jeruk Mangga for 4 weeks:**

	<b>JERUK MANGGA</b>	<b>Total Jeruk Mangga</b>	<b>Total Price (RM)</b>
<b>Week 1</b>	9	9	RM117
<b>Week 2</b>	16	16	RM208
<b>Week 3</b>	8	8	RM104
<b>Week 4</b>	11	11	RM143
	<b>Total</b>	<b>44</b>	<b>RM572</b>

Selling Jeruk Mangga netted me RM 572 in total, and I sold 44 jars in just four weeks. I discovered that running my own business was certainly tough after four weeks of selling Jeruk Mangga. I placed my order during the first week of the deal and only told my family and friends about it. My sales of Jeruk Mangga considerably beyond my expectations. This is because, as a novice to the industry, I anticipate a negative response to my venture. So, I set a goal of selling 6 jars of Jeruk Mangga in the first week, but I ended up selling 9 jars. This is a significant accomplishment for me, and I am pleased with it. I resolved to expand my business and take orders from others without delay.

Following the first week's sale, I was able to sell 16 jars of Jeruk Mangga in the second week. I was successful in convincing my other customers to purchase Jeruk Mangga. Thank you for the positive comments from my family and friends. Even though the firm was going successfully, I was still pretty busy due to the large amount of bookings I got. My is because I had no one to assist me manage this business, and I was also a little anxious in the second week since I had a lot of jobs to finish and the deadline was approaching.

My company slowed in the third week of sales, as I only sold 8 jars of Jeruk Mangga, which was fewer than the previous week. I discovered that I was too preoccupied with my responsibilities that week, which caused me to under-promote my items. My business, however, began to develop again after the fourth week of sales.

## BUSINESS MODEL CANVES

<p><b><u>KEY PARTNERS</u></b></p> <ul style="list-style-type: none"> <li>• University</li> </ul> <p><i>may go under other items</i></p>	<p><b><u>KEY ACTIVITIES</u></b></p> <ul style="list-style-type: none"> <li>• "Jeruk Mangga" Business</li> </ul>	<p><b><u>VALUE PROPOSITIONS</u></b></p> <ul style="list-style-type: none"> <li>• No Need To Peel The Mango</li> <li>• Can Be Stored If Don't Want Finish It</li> </ul> <p><i>Ready to eat mango</i></p>	<p><b><u>CUSTOMERS RELATIONSHIP</u></b></p> <ul style="list-style-type: none"> <li>• Provide Good Service</li> <li>• Asking For Opinion To Improve What Is Lacking</li> </ul>	<p><b><u>CUSTOMERS SEGMENTS</u></b></p> <ul style="list-style-type: none"> <li>• Friends</li> <li>• Students</li> </ul>
<p><b><u>KEY RESOURCES</u></b></p> <ul style="list-style-type: none"> <li>• Cash (Financial)</li> </ul>		<p><b><u>CHANNELS</u></b></p> <ul style="list-style-type: none"> <li>• WhatsApp</li> </ul>		
<p><b><u>COST STRUCTURES</u></b></p> <ul style="list-style-type: none"> <li>• Mango</li> <li>• Knife</li> <li>• Container (plastic jar)</li> <li>• Special Sauce</li> </ul> <p><i>Costing</i></p>		<p><b><u>REVENUE STREAMS</u></b></p> <ul style="list-style-type: none"> <li>• YouTube</li> </ul> <p><i>Sales</i></p>		

## **EXPERIENTIAL LEARNING-STUDENT EXPERIENCE**

This company showed me that establishing a business is not as simple as I had imagined, especially when I had to do it all by myself. When I received a lot of orders from my clients, I was depressed since I didn't have someone to help me run my business. As a result, I'm forced to do everything myself, from purchasing mangos to cutting them and delivering them to my clients, which is really tough for me. I was on the verge of quitting this business, but I was able to stay focused and complete it effectively.

Plus, since my firm continues to function week after week, I can manage a variety of clientele. First and foremost, the clients I am capable of handling have been completely functioning throughout my career. Even yet, a few consumers are often complaining about my items and leaving unfavourable comments on my social media pages, such as Facebook. This sort of customer has taught me how to control my patience and emotions while working in this industry. As the owner of this company, I have committed to working even harder in order to successfully complete this project and ensure that my clients are pleased with the new service.

Despite all that had occurred, I was pleased with the outcome. This is because this company permits me to get new business management abilities. This knowledge and experience, I believe, will help me in the future, particularly when I apply for employment. This company also makes money for me. I recall being overjoyed when I earned my first profit and decided to save it rather than spend it. I was able to spend my weekends doing something constructive since I spent my time working on this business.



## MyENT REGISTRATION (CERTIFICATE)

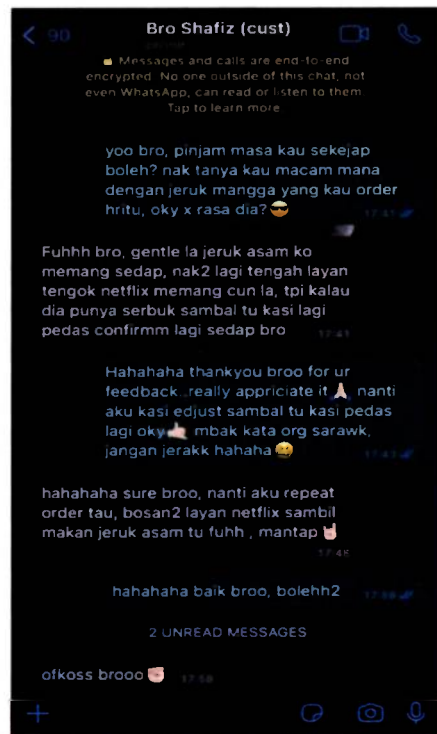
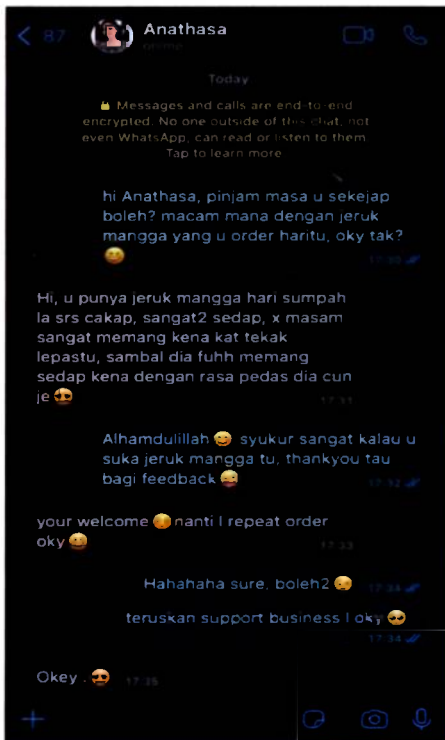
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<b>MAKLUMAT PERNIAGAAN</b>	
Mod Perniagaan	: Hybrid
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Perniagaan	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	:
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 13 Jun 2022
Tarikh Kemaskini	:
Tarikh Cetak	: 13 Jun 2022
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**APPENDICES**

**JERUK MANGGA:**



## CUSTOMERS FEEDBACKS:



## POSTER:



## OVERALL REPORT

For the conclusion, I feel that beginning a business now is advantageous to students. This is because, as we all know, the current situation has resulted in the loss of the bulk of people's jobs. In addition, I believe that children may assist their parents in ways other than money. Students can also learn new talents and find their hidden potential, such as communication skills, cooking ability, and other future-oriented abilities. This is because these skills are extremely valuable in today's environment, particularly when looking for jobs. Employers virtually always seek out talented and experienced individuals. As students, we should take advantage of all opportunities to engage in business activities and avoid engaging in activities that are not helpful. Engaging in business activities will provide us with profit, which we may save and use in the future.

