



اَوْنَهْوَرَسِيَّتِي تَتِيكْنُو لَوِيكِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

BUSINESS OPPORTUNITY OF
(NUTELLA CREAM PUFFS)

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EXECUTIVE SUMMARY

In this assignment I have decided to sell Nutella cream puffs as my product. For me, in my area there are a good amount of demands of cream puffs. With that I have taken the chance to sell it. Luckily before this I already know on how to make the puffs. For me this is a huge advantage that I have. This business activity took place on May and ended early June. It took one month for me to complete this assignment as it is required.

The selling prices of the cream puff that im selling is RM9 per box which contain 6 pieces of nutella cream puff. The pricing are really affordable which made everyone can taste it. Dessert is something that people always wanted especially for tea time treat as it is sweet and crispy. I choose nutella as only filling since it was everyone favourite chocolate and blend well with the puff. I think it was an essential for cream puff. Hence, I could put my Nutella cream puff as their first choice and meet the customer demand. This presented an opportunity to boost the dessert sales in Kuching, Sarawak.

To sell the cream puff, im using social networking sites such as Instagram and WhatsApp as the main platform to run the business. The customers can pick up the cream puff at my house located at Kuching, Sarawak. Not only that, Cash On Delivery (COD) in the Kuching also provided if the customers cannot pick up it by themselves. The COD start at RM2 until RM5 based on area.

To sum up, I truly enjoyed every stage of the process. This Nutella Cream Puff are easy to made since im a student itself. I learnt something new and enhance my skills which also develop my talent. Which I found that I do enjoyed baking and gain my spirit to involve in business. Whereby I can balance my time to selling and study. It is a simple dessert which made everyone enjoyed while eating it.

MyENT REGISTRATION



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SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

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MAKLUMAT PERNIAGAAN

Mod Pemiagaan : Hybrid
Bidang Pemiagaan yg
diceburi : Makanan
Tempoh Bemiaga : 1 bulan
No. Pendaftaran Pemiagaan :
URL Pemiagaan :
Alamat Premis :
Tarikh Pendaftaran : 10 May 2022
Tarikh Kemajuan :
Tarikh Cetak : 10 May 2022

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PROJECT DESCRIPTION

To complete this assignment I am selling Cream Puffs. Cream Puffs usually is a round shell of light pastry filled with whipped **cream** or a **cream** filling. Due to my skills and knowledge I choose it as product for this assignment. But for my product I will sell it with a Nutella filling which have been a high demand. It is a dessert. My cream puffs will be selling Rm 9.00 per box of 6. The reasons I choose to sell this is because I notice that around community have a mid to high demand of cream puffs and also there is not many people are selling it. Cream puff is also easy to make with a sufficient amount of budget it can be done.

My target market are for everyone who wants it. This because there's no age limit for everyone to enjoy the dessert as long as they want they probably can have it. By that, there is a demand of a nice desserts without going to the café around the city. As im provide Nutella cream puff home-made which easy to buy and they also can choose for it to be delivered on their doorstep.

Amidst of budget as a student it is hard to sell it through a physical outlet as I need to pay for the rent. With the help of technology, I will be selling my cream puff online by via social media such as WhatsApp and Instagram. In my opinion it is more easier for the customer to order it online and once it is ready to be sent I will be sending it to their house or they can pick up it. By using social media to sell my products it is also more safer and reduce my budget in terms of rent.

To promote my product I will take some photos and videos of my product to be post online. Under the post ill will leave my contact number and steps on how to order it. For example they can either WhatsApp to make a purchase or Direct message me through Instagram. To attract more customer I will make a special price offer for the first order customer.

For the financial assistance:

For the first week of me selling my products, I have only received 3 order only. I only prepared my puffs based on the order I received. This way I can avoid any wasting on the ingredients. After the first week of me selling it, I had received more

orders from the same people and also some new ones. Basically on average I can say that I made two box of Nutella puffs daily. The highest order I received for a day is 5 boxes. My way of preparing it is by how many orders I received daily. Generally on a weekly basis it cost me Rm 40.50 to buy or top any ingredients. Sometimes, there are some leftovers due to its not reach my requirement or either I make it too much. Based on my experience each week it must have 2 units boxes of puffs that are not sold.

The total of profit that I gained from this selling is:

54 boxes of Nutella cream puffs = RM 486.00

Delivery charge= RM 54.00

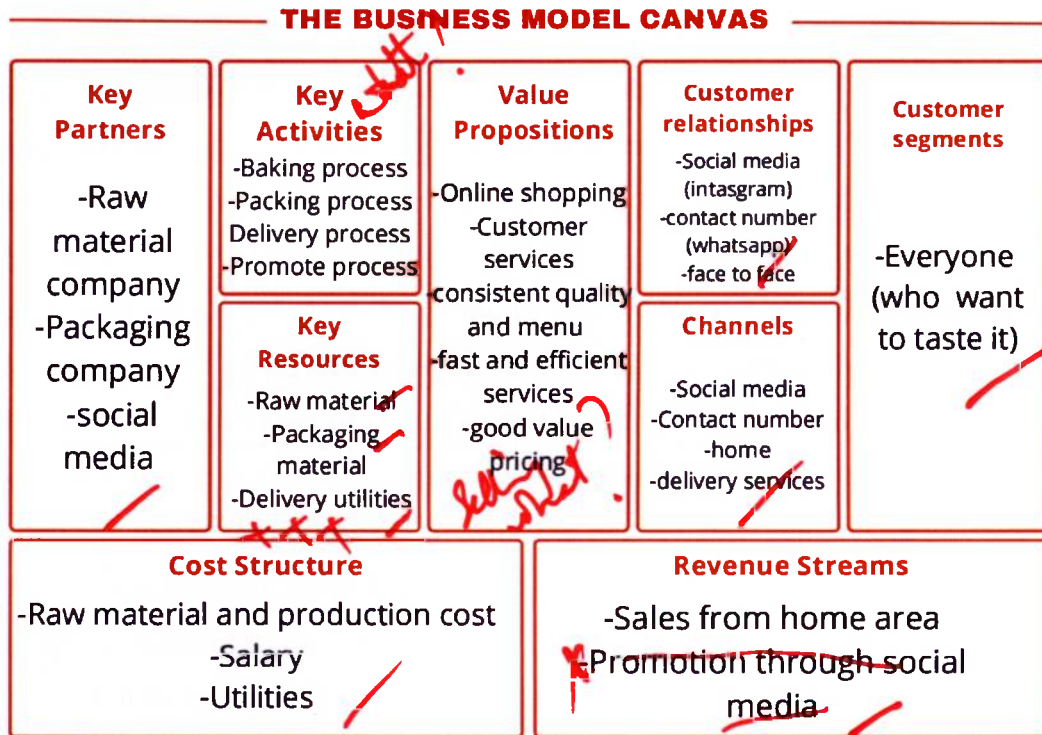
Total cost incurred= RM 226.00

Profit calculation= (RM 486.00 + RM 54.00) – RM 226.00 =
RM 314.00

Here's my weekly business transaction summary

Simple Cashflow Record				
Date	No. of units taken/ prepared	Cost incurred	No. of units sold	Revenue daily (selling price x units sold)
Week 1	4	45.30	3	27.00
Week 2	15	50.50	13	117.00
Week 3	18.	60.80	17	153.00
Week 4	26	69.40	21	189.00
TOTAL	63	226.00	54	486.00

BUSINESS MODEL CANVAS



EXPERIENTIAL LEARNING

Throughout the business activity, I learnt a lot on how managing the money. To be honest it is quite fun having your own business. Especially you can sell your product that you like and confident selling it. Obviously for a month there is highs and lows. But with the help of my parents and also my determination I can overcome it. The thing I like the most I received a good feedback on my product. Yes, there is some customers have given a honest feedback on my product. For example, some says that my Nutella filling is not that crispy for their liking. For me that some problems that I need fixing and I thank them for giving me the feedback. Doing this activity I also find out there are things that I dislike on doing it. For example, it gets really hard when I received too many orders especially on the last week of my business. I have received 21 boxes of orders. I think at that time I have reach my limits cause it take sometimes too bake the puffs. But with the help of my mother I can overcome it. During the operation it was hard since many customer complained that they didn't get my location and my house are hard to be find. It is because there is no physical outlets such as my product couldn't be find an any vendor and only available in my house area. It can be done but it will involves many budget. I do not want to take the risk on sell my product physically cause my product isnt that big and the profit I gain cant covered the rent. With this setbacks I mostly sell my product via online such as WhatsApp, Instagram and many more. To be honest it is way more convenient and safe selling it online rather physical outlet as I can cut much more budget on it. On my experience delivery my puffs, I only take orders from people on 10km radius from where I am at. The first time I make a profit out of selling this. I feel so proud and also happy that after all the hard work are paid off. With that profit I bought some foods for my parents and me to enjoy and some of the profits I keep it in case I need to use it on the future. In my opinion, there are some areas I need to improve. For example, I need someone to help me baking the puffs. There some challenge s that I need to faced during this activity. On the last week of my business I received a lot of orders that I can handle. I became overwhelmed and at first I think I can not make the orders on time. With the help of my mother I can complete the order. I also stumbled a problem that my oven is too small to make huge amount of puffs in one go. A big definitely help but for now the oven is enough.

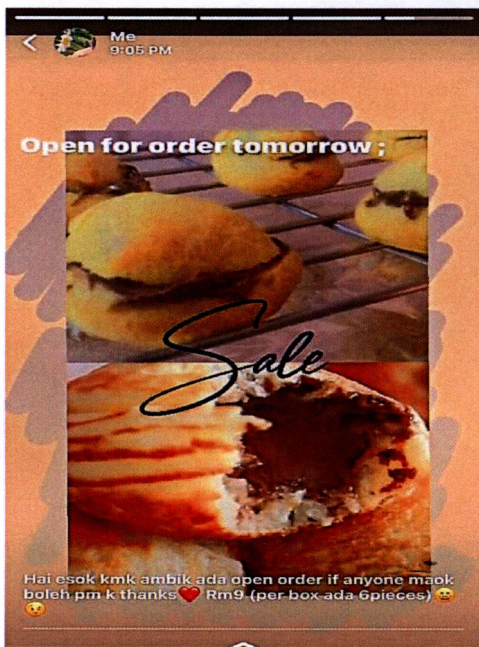
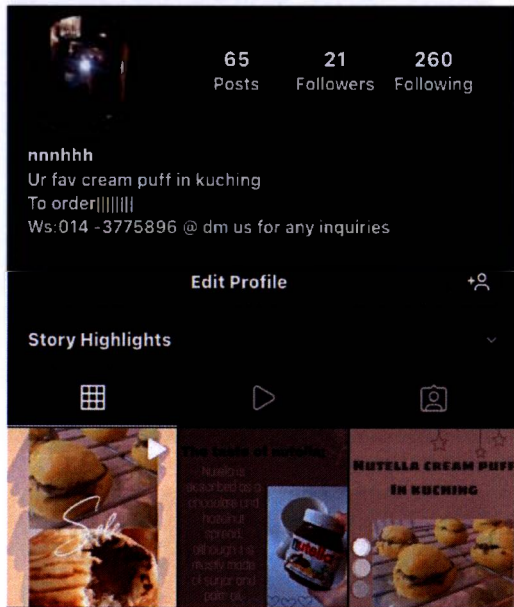
CONCLUSION

On the first week of starting it hardly received any orders but luckily my friends help me buying it. A big thanks for them as they have been a bigger supporter from the start. With the words mouth and also consistently promoting on social media. The second week and onward I received more orders. For example on week three there is one customer ordered 5 box of Nutella cream puffs. I feel so happy. On the last week of my business I feel overwhelmed by the orders that I take. At first I thought I cannot keep up with it. Thanks to my mother for helping me on completing the orders.

One thing that I learn form this activity is, if there is a problem there is a way to overcome it. Also it is important that we know our limits to ensure that our product the we make are good. Because Quality is over Quantity and I one hundred percent agree on that statement. Overall it is fun and a good experience for me starting my own business. If I got the time, I hope one day I can continue sell my products in the future. It was a great experience as I gain many knowledge from it.

APPENDICES

1) How i promote my business and the products:



2) The reviews and how i interact with customer:

