



اَوْنِيُوْرُ سِيْتِيْ بِتِيْ كُنُوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

### **BUSINESS OPPORTUNITY**

#### **AIN'S COOKIES**

##### **PREPARED BY:**

FACULTY: FACULTY OF ART AND DESIGN.

PROGRAMME: DIPLOMA IN GRAPHIC DESIGN AND DIGITAL MEDIA.

NAME: NORAIN MUNIRAH BINTI ABDUL RAHMAN.

STUDENT ID:2019806072

GROUP: AAD1114D

##### **PREPARED FOR:**

PN. HAJAH KURSIMAH BINTI HAJI HARUN.

##### **SUBMISSION DATE:**

20 MEI 2021

## TABLE OF CONTENTS

	<b>PAGE</b>
<b>1. Executive Summary</b> .....	<b>2</b>
<b>2. Introduction</b> .....	<b>2</b>
<b>3. Project Description</b> .....	<b>3</b>
<b>4. Project Outcome</b> .....	<b>5</b>
<b>5. Experiential Learning</b> .....	<b>7</b>
<b>6. Appendices</b> .....	<b>8</b>

## **EXECUTIVE SUMMARY**

In this assignment, I choose to do a cookie business as my temporary business for my assignment project. After experiencing doing the business on my own, I realize that there a lot of things in this business world that I still need to learn, and everything is not as easy as it looks. I notice that as an entrepreneur, there a lot of energy and strategizing needs to be done and consider making sure that my business will do well and gain me a lot of profit. Moreover, I need to carefully do a research before I can start up my business and plans on how the business going to work out afterwards. Furthermore, as a new business owner I did face some challenges while managing it as it was my first time and it make me clueless on how I should promote my business and sell it. However, from this assignment I get a chance to experience the life as a business owner for temporary but the knowledge that I get from it are very useful and memorable for me. In conclusion, experiencing doing a business is totally a memorable and fun thing. As I see my business doing well despite lack of experience that I have, I cannot help but feel proud and satisfied with the outcome of my hard work.

## **INTRODUCTION**

Entrepreneurship refers to the activity of creating and managing a business or businesses by taking a several risks for them to gain a profit. Meanwhile, entrepreneur word refers to a person who sets up their own business with the aim to make a profit from it which involves some risk while doing it. These days entrepreneurship has become an important role in the development of the country economic status. The education on entrepreneurship, giving students exposure to the things that they need to know to become an entrepreneur. It will help them to develop their skills and knowledge in business which will attribute in their success in managing their own business later and encourage them to become an entrepreneur that can explore a variety of things.

In my recent assignment for my ENT 300 (Fundamental of Entrepreneurship) I was required to conduct a business activity which needs me to either sell products or offer a service to the customers. The main purpose of this business activity is to teach the students on how to start up and manages their own business in real life. From this experience, they will gain and improve their skills and knowledge on business and enable them to find their own solutions on the challenged they must face when they start up their business and things that they need to

improve to make sure that their business will success. In conclusion, through this assignment, we can see how the student start up and manage their own business from the nothing to something using the knowledge of the things that they already learn when they conduct their case study.

## **PROJECT DESCRIPTION**

The assignment was given to us during the fasting month, so I thought it would be the right time to do a business that is related to biscuits and cookies as it will be Eid Celebration right after Ramadhan. After giving some thought on what type of biscuits or cookies I should sell, I finally decide on cornflakes cookies. The product that I try to sell is a cornflakes cookie that came in two different flavors, which is honey cornflakes and chocolate cornflakes. Just like its name, honey “cornflakes” and chocolate “cornflakes”, the main ingredient for this biscuit is none other than the cornflakes itself. Usually in other country, cornflakes have been eating as cereal with milk in the morning, meanwhile in our country people take a step further and use their creativity experimenting with the cereals to make it suitable with the local taste palate. From that is how the cornflakes cookies make their way out in Malaysia cookies recipes. Using the cornflakes as the main ingredients, people add the honey, butter, and sugar to make a delicious and buttery honey flavor cornflake. As for the chocolate flavor one, it can be done by adding the dark chocolates or milk chocolate bar into it with a little bit of butter. Depends on how you like, adding the dark chocolate will it taste not too sweet with a hint of bitter taste meanwhile the milk chocolate will make it rich in creamy and sweet taste. Cornflake cookies is easy to make but it become a troublesome as it must be scoop out using a spoon one by one and put it inside the mini cupcake case which is why people tend to make it just for family members to eat and not for sale.

Eid Celebration is just around the corner and cookies are a must have items that people always make, order, buy or sell during this fasting month as preparation for the Eid. That is why I think it will be the most suitable and appropriate to sell something that people will need for the celebration. This is where the ideas of making cookies come to me. Moreover, while scrolling through my social media during this fasting month, I noticed that a lot of people post a photo and poster of them open an order to order their biscuits and cookies for the Eid. That is why I thought why not I also join them and start my own cookie business. Furthermore, it has become one of the Malays customs to serve biscuits and cookies to the guest when they came for a visit during the Eid Celebration, which make it one of the must have foods during the celebration.

## PROJECT OUTCOMES

This business gains me quite a profit for a temporary business. I manage to sell about 40 bottles of cornflakes with the price of RM8 for 25 pieces of cornflakes. I decide to sell it a lot cheaper than normal prices as it was only temporary business, and the quality of my products is not the same as the one from the bakery. It is my first time baking so, I do not think it is right to sell it for something higher than RM8 as my skills on baking is more on the amateur side. Furthermore, I target to sell about 20 bottles only but as mine was sold at cheap price, people keep ordering more which is why I end up with 40 bottles overall. As I only buy the bottle just enough for 25 pieces for each bottle, I did end up with some of the cornflakes leftover. Instead of wasting it, I serve it to my guest who came to my house during the Eid Celebration. The amount of the customers that I get during the selling duration are 16 people and they are mostly my neighbor, friends, family, and my mom friends. I start out my business with a budget of RM200 for the ingredients and the packaging of it, but the price did end up a lot lower than what I expected. However, as I only target to sell only 40 bottles with 25 pieces in it each, I did end up with some leftover of the corn flakes. Moreover, since I make two types of cornflakes, the amount of the bottles that I sell did not balance for each of it as the order for the honey cornflakes are much higher than the chocolate one.

PRODUCTION COST				
DATE	INGREDIENTS	PRICE	QUANTITY	VALUE
30/04/2021	COLOUR BALL	RM7.40	1	RM7.40
	BERYLS (DARK COIN)	RM14.20	1	RM14.20
	CORN FLAKES KELLOG	RM23.80	1	RM23.80
	AJC PAPER CUP (RED GLASSINE)	RM8.80	1	RM8.80
	AJC PAPER CUP (BLACK GLASSINE)	RM8.80	1	RM8.80
	BUTTER CUP	RM5.80	2	RM11.60
	GULA KASTOR	RM3.00	1	RM3.00
	HONEY	RM8.30	1	RM8.30
	DAZZLING METALLIC TAPE	RM3.50	1	RM3.50
	CONTAINER ROUND	RM1.20	40	RM48.00
07/05/2021	BERYLS (DARK CHOCOLATE)	RM14.20	1	RM14.20
	CORN FLAKES KELLOG	RM23.80	1	RM23.80
<b>Total</b>				<b>RM175.40</b>