



**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING  
DIPLOMA IN ESTATE MANAGEMENT (AP115)**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300**

**BUSINESS OPPORTUNITY  
(TORTILLA NACHOS CHIPS)**

**PREPARED BY:**

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## 1.0 EXECUTIVE SUMMARY

To start a business absolutely need to have a product to be sell to gain a profit, in order for me to start my business I need to think carefully to choose what kind of product that I want to sell to conduct the business. To choose the product is not easy for me since I need to think about the people desire nowadays because there are a lot of unique product that have been release so in order for me to attract people to buy my product is by choose the product that have a possibility to been sold. So I have decided to choose Tortilla Nachos Chips that also provide a cheese sauce in every purchase. There have few reason why I choose Tortilla Nachos chips. The cheese sauce provided is one of the customer's attraction since it act as to dip with a nachos to avoid bellyful.

I've taken this product which is Tortilla Nachos chips from the supplier who has an establish financial and already have well-known company. So basically, I will choose the supplier who I think will not deceive me so I'll took into consideration that factors. I was given two choice from the founder either I want to be an agent or just being a drop ship or I choose to be an agent because I've took a few things to be consider. Next, I manage to sell my product in online by using social media platform which are Whatsapp and Instagram. I also had categorized my target customer in order to sell my product.

Furthermore, throughout conducting this business I took 1 month and 14 days until I end my order I've manage to received customers and manage to sell the Tortilla Nachos Chips. From the sales I manage to get a profit from that where I had calculated my sales using a cash flow method. From the cash flow it shown that a positive amount it means that it was a cash surplus.

Last but not least, I gained experience and a lot of knowledge while conducting this business activity. The experience that I got is really helpful in order for me being exposed to the business industry and indirectly makes me more prepared to face more difficult situation like how to handling my product in the future. Likewise, I've learned a lot of thing which I must to find a way to solve the problem arisen, I need to prepare an orderly schedule, I've learned on how to marketing my product made people attract to my product, I should not simply give up while handling customers and the product. From the knowledge and experience that I got while conducting this business are really unforgettable and I will use it in the future.

## **2.0 PROJECT DESCRIPTION**

### **2.1 BEFORE ACTIVITY**

First and foremost, the product that I am able to sell is Tortilla Nachos Chips. Tortilla Nachos Chips is a snack that made from corn tortilla that has been cut into triangle shape and after that it will be fried till the color change to a golden brown. After the corn tortilla has been fried then it will be coated with some seasoning such as chili powder, salt, sugar and etc. Subsequently, the corn tortilla that has been coated with seasoning will packed into a plastic jar that pasted with a yellow sticker in front of the jar and with a black cap. Each of the plastic jar contains 250 gram of tortilla nachos chips and come with 20 gram premium cheese sauce. The price of Tortilla Nachos Chips that I willing to sell is RM16 per jar.

I have taken this product from the supplier. The name of supplier that I have choose is adachoise HQ where it provide two option either want to be an agent or the drop ship. If I want to be an agent I can got RM 3 less than actual prices and if I want to be a drop ship I just need to pay for the fees which is RM 5 and it just need to promote the product while for agent it must take a stock and manage to sell it by my own. To be an agent of Tortilla Nachos Chips I need to fill in the Google form provided by founder of Tortilla Nachos Chips. I have decided to be an agent since I want to learn more about business and took this opportunity to experience how to be an entrepreneur even a small entrepreneur it was a good step to become a successful entrepreneur one day.

There are many reason why I choose Tortilla Nachos Chips as my product to sell. Firstly, I choose the product that in a food category is because many people in Malaysia do not care to spend their money for food instead of spend their money for a things so because of that I decided to choose to sell Tortilla Nachos Chips. Second reason is because this kind of chips are acceptable to all ages where it means from age 2 and above since the taste are not too spicy and crunchy plus it's come with cheese sauce where when they dip with the cheese sauce the taste of the tortilla nachos chips become more tasty and not make the Nachos taste too dry. Some people doesn't like the chips because it too dry and make them feel bellyful so the way to avoid it is dip the Tortilla Nachos Chips with a cheese sauce it was really helpful.

### **3.0 PROJECT OUTCOMES**

#### **3.1 After activity**

I had started selling Tortilla Nachos Chips since 22 April 2021 until 4<sup>th</sup> June 2021 which means I had run my business 1 month and 14 days. Throughout 1 month and 14 days the sales that I made are 40 jars only. In the first week of selling Tortilla Nachos Chips I have sell 14 jars. While in the second week I managed to sell 12 jars which in date 1<sup>st</sup> May 2021 until 7<sup>th</sup> May 202. In a third week of selling Tortilla Nachos Chips which means starts 8<sup>th</sup> May until 14<sup>th</sup> May I didn't sell any jars. Likewise in a fourth week I got 8 jars orders from my regular customers and the remaining 6 jars I managed to sell in the last week before I has end my order and stop promoting the product.

At the beginning, I ordered only 20 jars of Tortilla Nachos Chips from the supplier to start my business and it took around RM 260 for the capital since I got an agent prices which means I got RM 13 per jar. I do manage to sell all my stocks, in fact I managed to sell more than my stock due to the demand of my customers. Since of that I realize that this kind of product received an encouraging response from my customers so I decided to order 20 jars more from the supplier to fulfil the demand and the adding 20 jars also has been sold.

Throughout 1 month and 14 days I'm conduct this business, I manage to receive nineteen (19) customers during that period. Most of my customers repeated to purchase Tortilla Nachos Chips from me. I have listed the numbers of my customers who repeated order where it consisted with eleven (11) customers and the remaining customers are only purchased one time only this maybe because they just wanted to try it since it looks attractive this is normal because people have are free to choose either they want to buy or not so I'm as a seller need to accept that I can't force them to purchase the product that I sell.