



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

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**

**BUSINESS OPPORTUNITY
JMango Sdn. Bhd.**

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1.0 EXECUTIVE SUMMARY

Primarily, JMango Sdn. Bhd. officially was built on 18th April 2021 and conducted also run completely by myself. The idea of JMango Sdn. Bhd. are come from the product that I sold which is “Jeruk Mangga” then, that was the JMango Sdn. Bhd. named. However, the idea of to sell pickled mango are because myself are pickles lover where it is a compulsory food when I’m on my revision but I realize that if I consume it often it would give an impact since the pickled mango are sour and contain an acidic. On the other hands, the process of making the pickled mango, myself really concern and care about their hygienic because the food is served to people where to care about others safety to eat it. If myself just take it for granted it would make others get a food poisoning.

The business is not had any premise or stall and it partially conduct from my home also from my cousin’s Beauty Spa Centre. The strength of my business is lies in the product and services. The better its product and service, the more recognition will earn. Literally, the business is fully conducted by myself, and I hope it’s expanding and I able to increasing the manpower which hire another person to help me out to running the business.

The capital needed for my business are around rm 350 which is including the costs of raw materials, the bills, and transportation. I successful run the business cause the effort that I contribute to product are endless. Lastly, without encouragement and supports from family also a person that I know it would be unsuccessful. Hence, running a business by my own its really taught me a lot of things and it such a gold experience that I get.

2.0 PROJECT DESCRIPTION



First and foremost, I would like to introduce my product that are sold by myself which is known as pickled mango whereby originally made by myself. The originally idea of the pickled mango are come out from myself also encouraging by among my family members. Basically, a bottle of pickled mango is consisting of slices a mango, limes, a few of slices chilli and the crucial ingredient is sour plum powder which make the pickled mango more delightful and much tasty. The main reason that why did myself chose to sell the product is because the pickled mango literally my favourite light meals. Usually, pickled mango is my snacks while myself on revision or study. The thing is myself used to make a pickled mango as a snack when I am on my revision is because to avoid from feel sleepy. Hence, not only myself love to eat pickled mango but my family members, people who surrounded and know me also love to eat it. At that moment, I start realize that I can earn side income from selling the pickled mango since abundant of people that I know love to eat it. In addition, since I lived in quite big city which is Klang Valley it is hard to found pickled mango and it is suit the tastes of consumer so that's my opportunity of selling it and that's the reason why the pickled mango is chosen to sell. Moreover, there are a few of platform that I using to running my business activity which is both platform of online and offline platform. For online platform, literally I used all my social media that I had as example using WhatsApp and Instagram which I posted the advertise on my WhatsApp's status and Instagram's story. this is for noticing my friends and my networking on online platform. In addition, for the offline platform I put my product which is pickled mango in my cousin's Beauty Spa centre. So that, the customer of my cousin's Beauty Spa also my customer whereby there would attracts to my pickled mango. Usually, the quantity bottles of pickled mango that I put over there is around 10 -15 bottles a month.

3.0 PROJECT OUTCOMES

First of all, the sales that I successful makes by selling my products for both months which is on duration 18th April until 18th June 2021 is about RM570. The amounts of the sales that I make is a gross profit for the whole sales which include the costs of raw materials, charged for delivery, and other expenditure that contribute to running my business activity. Hence, that amount that I get a bit disappointed me because of I'm not achieve the targeted sales for both months whereby my targeted sales are up to rm650. However, the sales that I get is literally from the advertise that I promote from social media and also from my cousin's Beauty Spa centre. Furthermore, myself are set a goal to sell all of my products which 50 bottles of pickled mango. Secondly, I didn't manage to sell all my products while myself only successful selling 90% of my products which the pickled mango that sold is only 45 bottles out of 50 bottles. Moreover, the reason that another 5 bottles are unsold due to certain reason which is I have to bear a lost which the pickled mango are stale and frothy. So that, I cannot sell it and my customers going to get a food poisoning if myself do so.

Besides that, there are a few same customers are repeating bought my products not only they are pickles lover but my services towards them also contribute to the reason why they repeating buy my product. As example, the services that I offered to them that make them repeating bought my product. It is because there are delivery services which they don't need to come over my house to pick up the pickled mango otherwise myself delivered to them. Additionally, myself also being friendly towards them and that's one of my strength in my business activity. As I can conclude, those who used my services more than one time is because they are comfort with my services also the price of the product is affordable that makes them repeat bought it. Next, the customer that I success to attract is around 20 to 25 individuals and 10 out of it is my regular customer which there frequently repeating order. And the rest of it are comes from my Instagram followers, my acquaintances and also from my cousin's Beauty Spa Centre customer. I proud of myself cause the number of customers it would so energizing and so empowering since I'm a beginner or newbie in running a business activity. It also encouraging to continuing my business activity. At the final analysis, the profits that I successful earn is state as below: