



اَوْنُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

**UNIVERSITI TEKNOLOGI MARA PERAK BRANCH
SERI ISKANDAR CAMPUS**

AP114

**DIPLOMA IN QUANTITY SURVEYING
ENT300 – FUNDAMENTAL OF ENTREPRENEURSHIP**

ASSIGNMENT 2

BUSINESS ACTIVITY

COMPANY'S NAME: APPLE CRUMBLE PIE BY SQ

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SUBMISSION DATE: 13 JUNE 2021 (WEEK 9)

TABLE OF CONTENTS

1.0 EXECUTIVE SUMMARY	3
2.0 PROJECT DESCRIPTION.....	4
3.0 PROJECT OUTCOMES.....	5
3.1 Details of Business Activity.....	5
3.2 Description of Project Outcomes	7
4.0 EXPERIENTIAL LEARNING.....	8
4.1 Challenges of Conducting Business Activity	8
4.2 Learning Process of Business Activity	9
5.0 APPENDICES	10

1.0 EXECUTIVE SUMMARY

The business activity that I had conducted for the course of fundamental of entrepreneurship (ENT300) is done to cultivate entrepreneur skills in students. It requires the student to sell a product or offer services to the customers as an act of earning an income and becoming an entrepreneur. This business activity is conducted for three weeks and all the data have been collected for the preparation of this report. I have selected to sell a product that I made myself to achieve this business activity. I have also gained my first-time experience of becoming an entrepreneur and able to take this opportunity to discover the ability that I have.

I have named my business company as Apple Crumble Pie by SQ. This name is symbolic because SQ is referring to the initials of my name and as for the product that I sell, I inserted in the name of the company so that it is easy to attract people and customers will straightforwardly understand the product that I offer. The business activity that I conducted operated starting from 23rd May 2021 to 12th June 2021 that took place for three weeks as stated earlier. This business has been made personally by myself with the help of my family since I am living under the same roof as them. I am pleased with the outcome of this business activity and the result has shocked me tremendously.

The method that I have considered to conduct this business activity smoothly is via online. I have chosen an online platform as my main interaction with customers to promote and expand the business. Online platform is the most reliable and fastest way to connect with customers as well as to attract more buyer because social media has made an impact to people around the world. It has become the main platform for many businesses interaction along with social interaction. Hence, it is easier for me to conduct this business activity via online.

There were a few constrained in conducting this business activity such as the current pandemic that we are facing in 2021 that are caused by the covid-19 virus. This issue is an on-going problem and causes difficulty for me to expand the business. Since the government of Malaysia have implemented the Movement Control Order (MCO) from 1st June 2021 to 14th June 2021, I was not able to travel far for me to deliver my product. For example, I am currently living in Seri Kembangan so I was not able to cross the nearby district for instance Bangi. This had caused a decrease in my sales and I was only able to promote around my neighborhood. Luckily, the mouthwatering product that I offer was still able to continue and the business activity was operating well.

2.0 PROJECT DESCRIPTION

The business activity that I had done was named Apple Crumble Pie by SQ. The product that I sell is a Homemade Apple Crumble Pie by using my sister's recipe. The idea of selling this specific product comes from the excitement and love that my family have towards this dessert. This gives me the suggestion to create Apple Crumble Pie and appoint it as the product that I wanted to sell for my business activity. The reason of me selling this product is because it is easy to make from scratch and does not take a long time to bake. It is also convenient for the customers to feast because it is place in a light small foil tray that can be carry around easily. Not only that, it is also scarce in the market of food business which can be rarely seen online. This gives me the advantage of the anticipation of customers wanting to taste it and discover the deliciousness.

The business activity is taken place at my parent's house in Seri Kembangan, Selangor where I had been raised there. All the equipment and utensils such as oven, baking tray and measuring cups are available at home and it is easily accessible. As prior mention, I run my business activity by using an online platform to share my products. This is because social media is the fastest platform that can help in conveying information such as promoting my product. I choose WhatsApp as my primary social media which act as an online platform to advertise the Apple Crumble Pie. The purpose of choosing WhatsApp as my primary online platform is because it is a well-known app that Malaysian use as our prime communicating application. All across the country are using WhatsApp as their main medium to interact from Sabah and Sarawak to Semenanjung Malaysia. However, I will also use an offline method as my side option to promote and give sample to my neighbours.

The price of my Apple Crumble Pie is set as 1 for RM9 and 2 for RM 15. The duration of my business activity was from 23rd May to 12th June 2021. It operates from 8.00am to 6.00pm whereby the business activity is taken place through pre-order. The time frame from 8.00am to 3.00pm is for the ordering and promoting process. As for 3.00pm to 6.00pm is the process of baking and delivering the product. My target customers include all ages from children to elderly. This is because this freshly baked Apple Crumble Pie can be consumed by all ages. There is no limitation to enjoy this dessert that comprises the ingredient that does not contain any nuts and milk which some may have allergic to. Ways for me to sell my product was by posting the Apple Crumble Pie on my WhatsApp status. Not only that I also approach my customer personally on WhatsApp. The tools that I use to edit my pictures for the promotion is via PicsArt. This helps to compile and make it alluring for customers.

3.0 PROJECT OUTCOMES

3.1 Details of Business Activity

APPLE CRUMBLE PIE BY SQ

23 MAY 2021 -12 JUNE 2021

Capital Record

Details	Date	Items	Quantity	Price (RM)
Ingredients	18.05.2021	6	16	70.08
Ingredients	26.05.2021	8	29	171.88
Ingredients	28.05.2021	1	2	19.80
Ingredients	29.05.2021	5	20	105.00
Ingredients	30.05.2021	2	2	22.85
Ingredients	31.05.2021	1	4	9.60
Ingredients	02.06.2021	2	2	19.80
Ingredients	08.06.2021	3	5	30.90
			Total:	449.91

Purchasing Record

Date	Materials/ Ingredients	Variables Cost
18.05.2021	Foil Tray	17.94
	Brown Sugar	7.00
	Green Apple	10.90
	Red Apple	12.90
	Butter	18.95
	Flour	2.39
		70.08
26.05.2021	Flour	11.00
	Corn Flour	2.13
	Cinnamon	8.70
	Oats	9.90
	Green Apple	11.50
		14.90
		5.50
	Red Apple	29.80
		5.50
	Butter	18.95
	Foil Tray	54.00
		171.88
28.05.2021	Oats	19.80
29.05.2021	Cinnamon	4.35