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MARA

**DEPARTMENT OF BUILT ENVIRONMENTAL STUDIES
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DIPLOMA IN QUANTITY SURVEYING

COURSE CODE: ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

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TOPIC: BUSINESS ACTIVITY

COMPANY NAME: HONEY CORNFLAKES BY DZ

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EXECUTIVE SUMMARY

This assignment focuses on Honey Cornflakes by Dz, a small business based in Klang, Selangor, which provides Honey Cornflakes among teenager's and adult customers. Consequently, Honey Cornflakes by Dz has little understanding of customer segments, wants, and needs. This marketing concepts that the entrepreneur have been made is now under regulatory threat due to pandemic covid-19 season. The core challenge, therefore, is that whilst from Honey Cornflakes by Dz seeks to grow my market and learn it by opening Instagram profile page. It has little understanding of its market characteristics or competitive set, and its sole marketing channel under regulatory threat. Accordingly, the objective of this assignment is for making a business activity based on the entrepreneur understanding from her previous assignment which is case study from TUDONGHQ for business among entrepreneur that have in Malaysia. This assignment draws on business activity with duration 3 weeks, feedback prove and the cooking process of making.

The entrepreneur choosing to produce a product Honey Cornflakes because the businesswoman had an experience on making this business. Honey Cornflakes by Dz also have a friendly environment among buyers and to those who want to ask her recipe and make a research based on the business. The observation from business concepts of Honey Cornflakes by Dz set as a high goal to make this business as a very useful and affordable product for every age of group. The marketing can also attract more customers as well. The products being offered based on personal food branding. The products also can be purchasing by using online platform Instagram @honeycornflakes_bydz. The market potential or target market are among students, teenagers, adolescence, and adults. Other than that, in Malaysia especially Klang, Selangor area. The gender is female and male with range age between 18 to 50 years old. The race is among malay community.

Competitive advantage for Honey Cornflakes by Dz usually during Ramadhan with over 100% of modal money. Furthermore, during festive season income almost increase which are on Eid Mubarak. Besides, with the profit made from Honey Cornflakes by Dz can add new stock by buying more modal such as ingredients that can make the entrepreneur roll back for second phase of business. By that, with that profit, the entrepreneur can measure the financial performance of her business.

The business is handle by the entrepreneur itself in handling Honey Cornflakes. Dzureen Hanany Binti Mohd Dzeymy as the owner or founder.

PROJECT DESCRIPTION



PROJECT DESCRIPTION	EXPLANATION
1. What product does the entrepreneur sell?	Honey Cornflakes
2. Why the entrepreneur chooses that product?	The entrepreneur already made Honey Cornflakes business before.
3. Where do the entrepreneur run her business activity?	Online platform.
4. When do the entrepreneur started her business activity?	10 May 2021 – 30 May 2021
5. Who are the entrepreneur target market?	Teenagers and Adults.
6. Why the entrepreneur chooses that target market?	Easy to handle and can pay through online banking.
7. How do the entrepreneur sell to customer?	<ul style="list-style-type: none"> - Online Platform - WhatsApp - Instagram

PROJECT OUTCOMES



PROJECT OUTCOMES	EXPLANATION
1. How much sales the entrepreneur makes?	<ul style="list-style-type: none"> - 25 Bottles - RM15/ bottle - RM 150.10 profit - RM224.90 modal - RM 375.00 Sales
2. Do the entrepreneur manage to sell all entrepreneur products?	Yes
3. How many customers the entrepreneur gets?	16 Customers
4. How many profits the entrepreneur earns?	RM 120.10

- How much sales the entrepreneur makes?

Sales that the entrepreneur made around 25 bottles. Which is RM375.00 for the whole sales. The entrepreneur modal money is RM 224.90. The entrepreneur total profit is RM 150.10. For each bottle, the entrepreneur sells RM15.00. Cost for producing each bottle is RM9.00.

At first, the confidence the entrepreneur shows by assuming the sale will make it easier to build a relationship with her customers. By the time the entrepreneur has done, the