



اَوْنِبُوْا سِيَّتِيْ تَيْكُونُوْا لِيْ مِثْلًا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA, PERAK BRANCH**

**CAMPUS SERI ISKANDAR,**

**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING**

**ENT 300: FUNDAMENTAL OF ENTREPRENEURSHIP**

**ASSIGNMENT 2: BUSINESS ACTIVITY REPORT**

**“JO’S TIRAMISU”**

NAME: NUR ZULAIQHA HAZIQAH BINTI MOHAMAD RAWI

MATRICS NUMBER: 2019273776

GROUP: AAP1144A

CODE PROGRAMME: AP114

LECTURER NAME: HAFINI SUHANA BINTI ITHNIN

SUBMISSION DATE: WEEK 9

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## **EXECUTIVE SUMMARY**

I was assigned to do an assignment about business activity where I need to conduct a business activity either sell product or offer service. The business activity can be chosen either online or offline business and it must be conducted within 3 weeks.

For this business activity, I decided to sell a product which is called Tiramisu. Based on the *Wikipedia*, tiramisu is a coffee flavoured Italian dessert where it is made with savoiardi or ladyfingers dipped in coffee, layered with a mix of cream cheese and whipped cream and flavoured with cocoa. The recipe has been adapt in many varieties of dessert and cakes where it gives an opportunity to the product to be one of marketable product where people love simple things especially dessert.

To make it more high in demand, I decided to produce the product for 20 unit a day only. This is because of the lack of time in making the dessert where I need to divide my time between making the dessert, attend classes and completing my assignments. Besides, I also having difficulties in making deliveries due to the the pandemic. It is quite danger to meet people but I manage to tell my customers and myself to always follow the Standard Operating Procedure (SOP) every time we met. I also prefer receive the payment through online banking where it is safer compared to pay by cash.

## **1.0 PROJECT DESCRIPTION**

The product that I sell for this business activity is based on a well known dessert which is called Tiramisu. Tiramisu is an Italian dessert which consist a layers of sponge cake which has been soaked in coffee with the base of cheese cream and topped with chocolate powder.

The reason why I choose Tiramisu as my product is because of the due to my expertise in making Tiramisu is quite high so I choose to sell it and see how it works. After all, the ingredients for making the Tiramisu is quite easy to find which are sponge biscuits, cheese cream, whipped cream, coffee to soak the sponge biscuits and condensed milk. These ingredients are also affordable and it meets my budget so I can easily manage my capital without worrying that I might suffer a loss. Besides, during this pandemic most people are likely to crave many things such as fast food or dessert, so I decided to took this opportunities to sell my product to satisfy their craving. People are more likely to order from their acquaintances during this pandemic so I manage to gain trust from my acquaintances by selling this product.

How do I run my business activity is by doing it online. I promoted my product on social media platform which are WhatsApp status and Instagram stories. The reason why I choose online platform is because nowadays people are more likely to find things or explore things from social media. Besides, social media platforms also helps me to connect with my customers. Social media platform also provides huge potential for businesses where consumers often log on to the social media. Furthermore, promoting business using social media does not require any payment such as printing flyers and pass it to people because you want to promote your business and want them to know what you are selling. You just need to create a poster or make something interesting to promote your business on social media by only uploading it. The information about your business will spread faster based on the feedback that you get from your regular customer or they will share your business information to their friends to promote and support your business.

## 2.0 PROJECT OUTCOMES

### JO'S TIRAMISU

(Duration of Business Activity: 9 - 23 May 2021)

#### 2.1 CAPITAL RECORD

DETAILS	DATE	ITEMS	QUANTITY	PRICE	REMARKS
Petrol	9/5	-	5km	RM 10.00	-
Raw Material	9/5	5	5	RM 48.68	-
Tupperware	9/5	1	2	RM 12.00	-
Raw Material	11/5	5	5	RM 48.68	-
Tupperware	11/5	1	2	RM 12.00	-
Petrol	13/5	-	5km	RM 10.00	-
Raw Material	13/5	5	5	RM 48.68	-
Tupperware	13/5	1	2	RM 12.00	-
Raw Material	15/5	5	5	RM 48.68	-
Tupperware	15/5	1	2	RM 12.00	-
Petrol	17/5	-	5km	RM 10.00	-
Raw Material	17/5	5	5	RM 48.68	-
Tupperware	17/5	1	2	RM 12.00	-
Raw Material	19/5	5	5	RM 48.68	-
Tupperware	19/5	1	2	RM 12.00	-
Petrol	21/5	-	5km	RM 10.00	-
Raw Material	21/5	5	5	RM 48.68	-
Tupperware	21/5	1	2	RM 12.00	-
Raw Material	23/5	5	5	RM 48.68	-
Tupperware	23/5	1	2	RM 12.00	-
<b>TOTAL</b>				<b>RM 525.44</b>	