



اَوْنِبُورِ سَيِّتِي بَاتِي كِنُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

BUSINESS OPPORTUNITY

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GROUP:

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EXECUTIVE SUMMARY

Business opportunities are about how we link the case study and business and use it on our business plan to be a successful entrepreneur, as well as how we identify any course of production from start to finish. It also teaches us the strategic plan for identifying any issues with this business.

Tiramuis Scarf is a local brand of hijabs that I have developed myself. Tiramuis Scarf starts in March 2021. I got the idea to sell the scarf in early 2020, it's because I had financial problems while studying at University Technology Mara (Uitm) Machang. I saw a lot of opportunities that I could use in Uitm to commission the scarf that I was going to sell. My business concept is to sell a good quality and cheap scarf. My target market is students and lecturers in Uitm. Tiramuis scarf is definitely other than the others. The competitive advantage of Tiramuis scarf is cheap from other brand, high quality, has an exclusive tag at the end of the scarf and gives free gift for every purchase of Tiramuis scarf. Tiramuis Scarf also advocate contest every month. Those who wear Tiramuis scarf and share their Outfit of The Day (OTD) on the official Instagram Tiramuis Scarf will be chosen as the lucky winner. Tiramuis Scarf will randomly select and give free scarf to the winner as a prize.

I decided to sell the scarf due to my unstable finances during the third semester at University Technology Mara (Uitm) Machang. My family is not a rich family so this is the main factor that prompted me to sell the scarf, I also have many friends who always support me at Uitm. The environment in Uitm is very positive. I started looking for scarf wholesalers in Facebook and Instagram. This capital money is my PTPTN money for semester 3. I started ordering tag and ordering the scarf from wholesalers. I made all the purchases online considering that I was at Uitm Machang college.

While waiting for the scarf I ordered to arrive, I promote that scarf to my friend. I was so surprised that my scarf got an incredible response. I am so touched because my friends would buy my scarf even if they do not see the material and the colour of the scarf with their own eyes, they only see from the picture. I'm becoming more and more eager to sell scarf. When my scarf arrived, I started to paste tags on the back of the scarf and put the scarf into the plastic to be delivered to my client who is a friend of mine. At first, I was tired of having to divide my learning time and time to pack the scarf, but I had to be strong and not give up for the pleasure of the future.

At first, I only sold scarf to Uitm students, but when I promoted my scarf on my personal Facebook and Instagram, many of my friends were interested in buying my scarf.

So, I decided to collect orders, and post only on weekends, every Saturday. This is because I don't interfere with my learning. On Saturday I will rent a car to go to the nearby post office. This is the beginning of my journey to sell the scarf first.

Today, as the world has problems with covid-19, it requires students to learn from home. My business is quite degenerate and no longer as fast as it used to be. I understand, that's how business conduct has ups and downs. But it didn't break my spirit, I kept promoting my hood without getting tired. Although not as well-seller as it used to be, my scarf still available because the material is not easy to hairy and cheap.

PROJECT DESCRIPTION

FOUNDER DETAIL

Name : NOR'ATIRA BINTI ABDUL MUIS
Age : 21 years old
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GUA MUSANG, KELANTAN.
Religion : Islam
Citizen : Malay
Ambition : Become a successful entrepreneur and be able to help people in need.
Dream : I can pay for the needs of the family and people around me
without seeing the price.

ABOUT TIRAMUIS SACRF

Types of business : Scarf
Trademark : Cantik, Murah & Menawan
Quote : Girls, your beauty starts from your head which is SCARF.
Types of hijabs : Bawal / Shawl
Material : Cotton / Chiffon / Satin
Quantity : 300-400 Units
Weight per unit : 100g-250g