



اَوْبُوْرَسِيْتِيْ تِكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN TECHNOLOGY AND OFFICE MANAGEMENT (BA118)

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT300**

BUSINESS OPPORTUNITY

TYPE OF BUSINESS:

ADUCKTIVE SALTED EGG CORNFLAKES

SUBMITTED TO:

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CLASS:

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DATE OF SUBMISSION:

7 JUNE 2021

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EXECUTIVE SUMMARY

During this activity, I was sold salted egg cornflakes by Aducktive Salted Egg. Aducktive Salted Egg HQ is the company that sold crispy premium cornflakes coated with salted egg yolk, butter, aromatic curry leaves and spicy kick chillies. This is a taste that almost all the Malaysian like to eat while watching television or during leisure time. The aducktive salted egg taste is so addicted because the taste was very unique and one is not enough to the customers. Aducktive Salted Egg HQ was founded in January 2019. This company give chance to all young entrepreneur to added their side income with 10 pcs or RM100 only. There are so many experiences that I get during this activity.

PROJECT DESCRIPTION

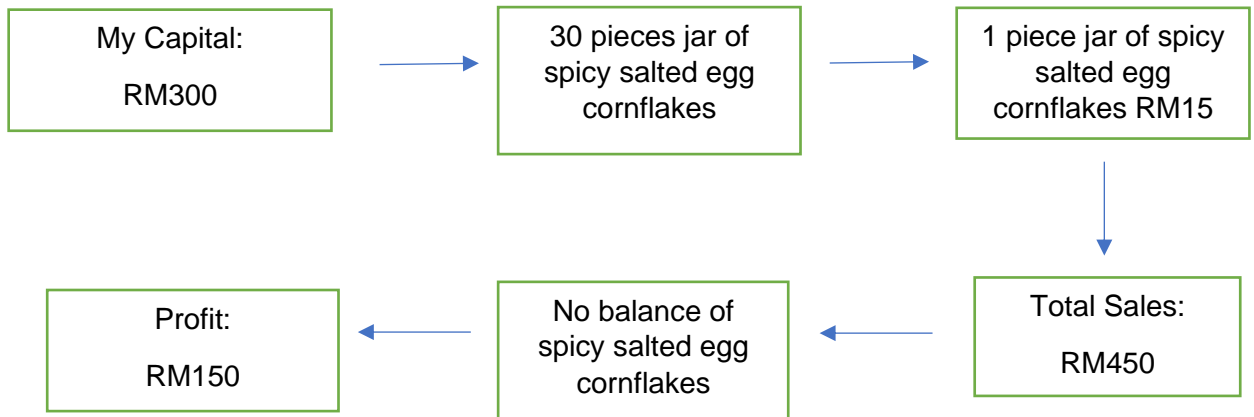
During this activity, I was sold salted egg cornflakes by Aducktive Salted Egg. There are two types of salted egg cornflakes which is the original salted egg cornflakes and spicy salted egg cornflakes. But, I only sold one type of salted egg which is spicy salted egg cornflakes. This is because, during my survey the customers more prefer the spicy salted egg cornflakes compared to the original salted egg cornflakes. My targeted customers are teenagers and school student because they like to eat spicy things and also easy to communicate with them to get some feedback or review.

The duration of my business opportunity is 10 May to 31 May 2021. The location of my business is online. Also, I also provided cash on delivery service while during this business. But, during the MCO, I was limiting my cash on delivery service and only covered my area only and post the product if the area was far from my place. The way that I use to promote my business is forward the details of product in What Apps to all my contact or use my Instagram account to promote my business such as make the review video to attract interest to my customers to buy my product which is spicy salted egg cornflakes.

For the stock, I only have to contact their Aducktive Salted Egg HQ on What Apps or Instagram to buy the stock. The minimum to buy the stock is 10 pcs or RM100 which is very reasonable to all to start their business and make a side income during the COVID-19 pandemic.

PROJECT OUTCOME

During this activity, I will describe about what I get after make this activity:



There are so many customers that buy my spicy salted egg are consists of teenagers and school student. It is because, teenagers and school student like to eat spicy things and also many customers repeat their order because spicy salted egg cornflakes are very delicious and addicted. One is not enough for them because the taste of spicy salted egg cornflakes is very unique and suitable for the Malaysian.