



## **ENT300 - FUNDAMENTAL OF ENTREPRENEURSHIP**

**ASSIGNMENT TITLE: BUSINEES OPPORTUNITY**

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## **Executive Summary**

Business opportunity are about how we related the case study and business and apply it on our business plan to be a successful entrepreneur and how we identify any course of production of beginning until the end. It also teaches us the strategic plan to recognize any problems with this business.

I choose the business of selling gift boxes to give to someone like a best friend, boyfriend, crush, or someone special for this assignment of business opportunity. I am a dropship of the team Jwelryrv. The gift box was suitable to give to all ages. The reason why I love selling this type of gift box because I loved to made people felt excited, surprised, and happy. The gift box means that I put the things like chocolate, polaroid, handbag, cap, ring, and others in one box and ready to deliver to the customer. The customer will get surprised when the box was delivered. The main purpose of selling gift boxes is to make people who want to make it easier for someone to give a gift to a friend without the need to go to the store to buy their own. The customer only chooses the gift box that attracted them. The price is affordable to buy. Customers also can custom their other either they want to change or add on a thing in the box. But surely, the customer needs to pay more than the original price.

### **Project Description (Before Activity)**

The product that I want to sell is a gift box that includes chocolate, rings, cap, handbag, and polaroid in one box. The gift box is not handmade by me, but I became dropship. I won't provide the service of the gift box to the customer who wants to make a surprise to their family, best friend, girlfriend, boyfriend, or others. The gift box is a simple gift but I am sure it becomes meaningful to others because they do not expect what they got. I become a dropship of this gift box because I know this gift box is the high demand especially during the pandemic Covid-19 that makes people afraid to go out and buy gifts at the store. I am started became a dropship of this gift box when the pandemic Covid-19 started. I want to have my own money to savings.

My target for this gift box is people who do not have time to give the gift to their favourite person on their birthday, Raya and others. Usually, people buy the gift box because they want to appreciate someone in their life. By giving the gift box, the receiver felt happy because it felt someone appreciate themselves. The gift box is one of therapy for people because automatically the receiver felt excited and happy from the stress because of work or study.

I want to sell this gift box online only. I do want to have cash on delivery (COD) service at this time because the situation of Covid-19 getting worse day by day. I just want to promote my gift box to people online. If they attract, they What app me to choose the gift box that I have. There are many choices of gift boxes that I have. I am sure that the customer needs my opinion to choose the best gift box because there are many choices so it makes them complicated to choose.

I will use my platform media social like Twitter, Instagram, and What app business to promote my gift box. Basically, by doing the dropship I do not keep the stock personally. The packing and postage doing by my company. My company only a small company but they manage the orders from my teams perfectly. I'm just doing my part to keep promoting the gift box and just submit the order, details, and receipt of payment to the company.

### **Project Outcome (After Activity)**

After working hard, I manage to handle my business. I have done promoting the business of gift boxes on my social media. I had to promote my gift box non-stop. My target customer for this gift box is more teenagers. Because usually, the teenagers prefer to make a surprise to their friend, family, member, or someone special to them. I managed to collect the order from Twitter. Twitter is one of the best social media to promote your business. At now, small business starts to promote their product and business on Twitter. It is because many small sellers support each other to help to retweet or promote our product at the same time. I love the vibes of support each other because it's very important to us to make sure our business is advanced in the future. I'm sure that there are many people loved to made surprise for their loved ones.

Then, the price of the gift box that I have is started from RM10-RM100. Then, it is dependent on customers to choose the gift box related to their budget. For sure, people love to buy an interesting gift box at an affordable price. I will suggest the best gift box to my customer. Mostly, the customer will choose a gift box budget around RM30-RM70 to surprise their special friend. There are many choices that customers can choose. I love to see my customer's reactions and feedback while they have received the gift box. For me, the gift box is made someone days. For me, the price of a gift box is affordable compared to other gifts. The gift box is also suitable for someone who does not have time to buy gifts in the store. They can buy this gift box with me. I will arrange the shipment as soon as possible. Usually, the customer will receive their gift box within 2-3 working days.

Next, I had promoted my gift box on my social media every time I had free time. Every day I will make sure that I promote my gift box even if only once. Sometimes, I asked my friend to help me to repost or promoted my gift box on their social media. I also used the paid retweet service where I paid influential people to invite people to buy so that the people would recognize me as a selling gift boxes. By doing that, there can help me to raise the number of people who see my promotion of the gift box. I'm sure this way helps me to get more sales. Last but not least, I will show the cash flow and the details of my profit and loss also the sale that I received throughout making this gift box.