



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

### **BUSINESS OPPORTURNITY TYPE OF BUSINESS**

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## **EXECUTIVE SUMMARY**

First and foremost, I would like to express my gratitude to all my friends for their assistance in resolving my ENT300 issues. Next, I would want to express my gratitude to Mrs. Hazelen for her assistance in completing my duties. Then, as part of the project, I had to sell Hai Crunch products. This product has been warmly appreciated by friends and customers, alhamdulillah. I sell things since they help to relieve tension and allow me to eat while completing school or watching movies while also adding to my pocket money. Finally, I chose a product and sold this Hai Crunch through group advertising tactics, and I was pleasantly surprised to discover that it had met my aim of RM 200.00.

## **PROJECT DISCRPTION**

As a result of my investigation, I have decided to sell this Hai Crunch product to finish the work. My goal is to sell this product because it has two different sorts, including some that are brand new, namely:

- Cookies Cadbury
- Choco ball Cadbury

I promote sales made to friends and members of the community in my neighborhood. I am also using social media to find contacts in my neighborhood who live locally. This is because I utilize marketing strategies that are fully focused on the usage of social media to promote things that I will sell. The use of status on WhatsApp and Instagram are two examples. Promote in WhatsApp chat groups, and most of my customer uses the WhatsApp app since it makes my job easier.

For a month, I sold this Hai Crunch. I solely employed the Cash on Delivery (COD) approach to cover the entire city of Kota Bharu at the time. After I finish my studies, I will begin it in the evening. This way, it will not get in the way of my study.

Cash on delivery (COD) is a sort of transaction in which the recipient pays for a product in cash rather than by credit card at the time of delivery. The payment terms and allowed ways of payment vary depending on the purchase agreement's payment stipulations. Because delivery may accept cash, cheque, or electronic payment, cash on delivery is also known as collect on delivery.

## **PROJECT OUTCOME**

Following my investigation, I purchased a box of several sorts of stock. The price of this stock has been assigned a capital of RM 460. The items can take Hai Crunch for RM 10 and RM 13, then I sell it for RM 13 and RM16, according to the stipulated pricing. Next, I was fortunate in that I was able to sell it for RM 13 and RM 16. I was pleased that all the stock I took for my Hai Crunch version was sold out Get out.

Second, I sell this Hai Crunch by posting it as a status on WhatsApp and Instagram. Following that, I use the app because it is simple to locate when conducting business. I use those two applications because they are the most popular platforms among youngsters and can also help me with my work.

Next, due to a lack of stock, I am unable to sell this product in any store and must rely on agents to obtain it. As a result, I made the decision to advertise the product to my friends who had purchased it. However, when sales were strong and everything was sold out, I made a profit of over RM 200.00 on my first investment.