



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

BUSINESS OPPORTUNITY

BUSINESS NAME

SAMBAL DAGING JAKPA TONGGEK

Prepared for

MADAM NUR HAZELEN BINTI MAT RUSOK

Prepared by

NORHASNIEN BINTI MOHD NOR (2019674902)

D1BA1183C

TABLE OF CONTENT

	CONTENT	PAGE
	Executive Summary	3
	Project Description - About Sambal Daging Jakpa Tonggek 1.1 Product and Price 1.2 Promotion and Place	4-5
	Project Outcome - Financial Details: Cash Flow	7-8
	Experiential Learning	9
	Conclusion	10
	Appendices	11-13

EXECUTIVE SUMMARY

I am Norhasnien Mohd Nor have been assigned to prepare a business opportunity or a report to my lecturer Madam Nur Hazelen Mat Rusok for Fundamentals of Entrepreneurship (ENT300) course. This assignment is meant for me to go through and expose to the real business. Through this, I will experience about entrepreneurial ventures and running a sustainable business including challenges and achievements.

Based on the aims, this activity to expose me as a student in identifying business opportunities. I was required to conduct a business activity either sell product or offer service. The business activity chosen can be online or offline business or can mix the two of them in the same time. While, in this pandemic it was a little bit hard to do the offline business because of many conditions set by the government. So, most of the entrepreneur, dropships or agent are running their business through online.

By on this task given, I must give as much information about the experiences and the business itself. On do this task, I have put a lot of effort, motivation, and courage. It is because I had never traded or been an agent or dropship of any product before. I am at loss to think what product that I should sell, how to start it, how to gain profit, which platform to promote the product, how if people would not interest on it. I was worried in so many things when I got this project. But, after all the effort I can go through this challenge.

I also was given freedom to run any business but was given the condition not to violate the discipline of a student and not to be blamed for using the opportunity provided. For example, I can create my own business, or I also can start a business by became an agent or dropships by some product. By this task, I am required how to manage a business and how to increase profits.

The element of this project that I have is about the project description which is my introduction before the activity. Then, the project outcome which is my managing after activity, and then about the experience and knowledge while I am run the business.

PROJECT DESCRIPTION

Before starting some business, we need to find the opportunities exist. Opportunity is defined as a situation that enables an entrepreneur to offer marketable products or services to interested buyers or end users. In early of April, I was seen one of posted advertisement by Sheilanan on her Instagram page. Sheilanan is instafamous and an entrepreneur in Kelantan. She was posted to introduce her new product which is called Sambal Jakpa Tonggek. This Sambal is her new product after her previous product Nasi Goreng Jakpa Tonggek gone viral and very famous around Kelantan and Kuala Lumpur. She has her own restaurant located in Tumpat, Kelantan. Her restaurant name is Sabye Sabye café.

In her restaurant, it is providing so many varieties of choice menu. The restaurant is famous with the Korean and Thai food which is Korean cheese sweet and spicy chicken and Miang Pla Pau (Thai dish). It is also providing western, traditional food. The desert in her restaurant very full of choices which is Bingsu, chocolate waffle and others. The environment in her restaurant very calming and beautiful with the details of designation.

The main reason she started up this business because she has to manage the growing her business during the Movement Control Order (MCO) in Malaysia that has been attacked of Covid-19. This issue makes her restaurant experiencing declining customer rates. As an entrepreneur, she has managed the opportunity identification process which is search for changes in the environment, recognize needs and wants, and solution and then discovery of the opportunity. So, she was finding her new agent and mini agent of this product especially to who are interested to learn about business and want to get side income. She approaches to opportunity identification by observe changes in the environment. This changes in the environment give rise to needs and wants. These include economic forces, social forces, and technology advances.

On 14 April, I was declared as her mini agent of this Sambal Jakpa Tonggek in Gua Musang Kelantan. For your information, this product has more than one agent in Kelantan in every state of city. For example, in Gua Musang state, I was the agent and the other state has their own agent. If I want to become the agent of this product, I need to pay the fee or make the deposit fee to registered as a legal agent under the HQ. The fee I need to pay for become a mini agent is RM22.00 with minimum 10 bottles order. The price of fee is different followed of the level. For example:

LEVEL	PRICE	MINIMUM ORDER
Mini Agent	RM22.00	10 Bottles
Agent	RM20.00	50 Bottles
Stockist	RM19.00	100 Bottles
Master Stockist	RM18.50	300-500 Bottles

ABOUT SAMBAL JAKPA TONGGEK

I. PRODUCT AND PRICE

For your information, this kind of product is based on or under the categorised as a food product. As you know, in Asian especially in Malaysia, sambal usually comes in with something hot and spicy. The main ingredient of this sambal is sugar, vinegar, onion, garlic, soy sauce, spices of choice, chillies and local meat which is they do not use an import meat on it. This recipe is passed down by family. This sambal is made at Sheilanan cafe, which is in Tumpat, Kelantan. The cafe name is Sabye Sabye Café. This sambal is made with the high-quality ingredient and with very neat care and, also very clean.

This sauce is released in stages. For the first batch they only produce 250 bottles. This business uses the concept that is “Ready to eat” means it is no need to recook and it is can it just like that. Level of spiciness is standard spicy. The weight of it is only 200grams, it is also can be eat with two until three of people of one bottle. These sambals can be stored and only last one to two weeks a room temperature and one month if stored in the refrigerator.

Meanwhile, the price also different from the first batch. In the first batch it sells RM27.00 exclude postage per bottles. Then, after the first batch sold, it sells with the normal price followed the standard of the market price which is RM29.00 exclude postage. Each purchase can be paid in cash or online via online banking platform. The price is affordable as the target customers in every type of people.