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UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT (BA118)**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS OPPORTUNITY**

**ONLINE BUSINESS**

**PREPARED BY:**

**NURLILY ARYANIE BINTI MOHD ROSLI**

**2019223886**

**D1BA118/4C**

**PREPARED FOR:**

**MADAM NUR HAZELN BINTI MAT RUSOK**

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## **Executive Summary**

For this assignment which is business opportunity, type of business that I chose is online business. It is because I cannot go out to make a delivery to customers. I chose to be a dropship because it is easy for me who still a student also, I want to learn how to doing a business for the first time. Since people nowadays always using their social media to know about any news or looking for new product and food, so I decided to promote the product that I sell through my social media such as Whatsapp, Instagram also Twitter.

I chose to sell cornflake salted egg by Aducktive since people likes this kind of snack to eat while they are bored or rest. They also can eat this cornflake while they are doing their work. Aducktive has produced three types of snack which are Cornflake Salted Egg, Mini Popia and Maruku Ikan Bilis. There are two types flavour of Cornflake which are original and spicy. Aducktive founder is Anif Azami.

During run this online business I have got many experiences. I also had many friends after join group conversation with other agents and dropship. Before I met this business, I had struggle time because it is hard to find product or food to do this assignment. Plus, I need to think about the product that I sell whether it is suitable or not for people to buy. There also many challenges that I need to go through while doing this online business. Being more confident also helped me run this online business well.

## **Project Description**

### **(Before Activity)**

First of all, the product that I have choose and decided to sell is cornflake salted egg by Aducktive. Aducktive is a brand of cornflake that famous in Malaysia since 2019. The reason why I choose this product to sell for this assignment which is business opportunity is because it is affordable to all people. Cornflake comes in two types of flavours which is spicy and original. Aducktive has produced new snacks which are Mini Popia and Maruku Ikan Bilis. In addition, Aducktive also makes sales for Hari Raya which is Aducktive Gift Box Raya. This is because, it is suitable to be used as a snack on the feast.

For this assignment, I decided to start the business on early May 2021 until June 2021, which means I will take a duration a month to sell this cornflake. I will run this business through online as a dropship, therefore, I can choose either want to keep the stocks or not. I choose to not keep the stocks because I cannot go out to make a delivery for customers since I am still student and having online distance learning at home. I also do not have transport to do the delivery.

Besides, Aducktive has delivery service where people can make an order through online and the runner will make a postage or cash on delivery which is COD for customers who lives near their residents. For the customer target, I aim on teenagers also parents because the flavours of this product really suit for them. Teenagers who are studying must always find some snacks for them to eat while doing their homework or assignments. They also can eat this cornflake when they are spending time with their family.

Furthermore, I will promote the products through social medias such as Whatsapp, Twitter and Instagram because we know people nowadays always using social media to watch any news and sale promotions. So, it is a good opportunity for me to use the platform to do my online business. I will post a picture of product that I sell so that they know what I sold and they know where to buy if they interested.

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

After a month run business as a dropship, I successfully achieved **RM333** for my total sales and I have gained an income **RM42** for my first time involved in the business field. Quantity that I have sold for cornflake is 15 units, for mini popia 4 units and 2 units maruku ikan bilis. As I mentioned before, I did not keep the stocks because I cannot go out to make a delivery so there is no balance of stocks.

I am very thankful to those who support my business even as a dropship because it is hard to run a business especially people like me who run the business for the first time. There are many customers who contact me to order the products that I sell such as 10 customers who ordered cornflake salted egg spicy flavour also 5 customers ordered cornflake salted egg original flavour. Then, for mini popia 4 customers who ordered it. Last one, there are 2 customers who ordered maruku ikan bilis.

In the table below, I show the items that I sell, quantity, total sales also income that I gained for this business.

<b>ITEMS FOR SALES</b>	<b>QUANTITY SOLD (UNIT)</b>	<b>TOTAL SALES (RM)</b>	<b>INCOME (RM)</b>
Cornflake Salted Egg Spicy	10	150.00	20.00
Cornflake Salted Egg Original	5	75.00	10.00
Mini Popia	4	72.00	8.00
Maruku Ikan Bilis	2	36.00	4.00
<b>TOTAL</b>	<b>21</b>	<b>333.00</b>	<b>42.00</b>