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UNIVERSITI
TEKNOLOGI
MARA

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

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

BUSINESS OPPORTUNITY (INDIVIDUAL ASSIGNMENT)

**TYPE OF BUSINESS:
VITAMILK BOOSTER**

**PREPARED BY:
SYARIFAH SALSABILA BINTI SAYED HASSAN**

**MATRIC NUMBER & GROUP:
2019445896 (BA1184C)**

**PREPARED FOR:
MADAM NUR HAZELEN BINTI MAT RUSOK**

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TABLE OF CONTENTS

NO.	CONTENT	PAGE
1.	Executive summary	1
2.	Project Description 2.1 Before activity	2-3
3.	Project Outcome 3.1 After project	4-5
4.	Experiential learning	6-7
5.	Appendices	8-13

1.EXECUTIVE SUMMARY

Business opportunities allows people to begin their own business that involves in many aspects such as sale, lease of any product, service, equipment and many more. Business opportunities are really related to the case study and business then apply it on our business plan in order to be a successful entrepreneur also how we identify any course of production of beginning until end. It also teaches us on how to solve the problem that occur in business by having a strategic plan.

I have started my business for a month starting from 5th May 2021 as an agent for the product name Vitamilk Booster. I started from the ground and try to experience and learning so many things day by days as it can improve my business skill for the better future. The product that I have been sell is based on milk which is goat milk that contains a lot of benefit for body health also there many other ingredients that includes in that milk. It is obviously a beauty health product for people no matter what age or gender all of them can consume it in daily life.

The product came with three variation of flavour which is Vanilla, Strawberry and Apple. This product includes so many fruit extracts such as pomegranate are one of those fruits. This product has their own speciality that can boost the consumer strength of the bones and many other benefits that are very useful to the body. This product came out in white and pink colour theme with a price RM55.00 for one bottle. The product also available for all country in Malaysia including Sabah and Sarawak which will be easy for any people out there who want to purchase this product but having difficulties.

As a student that need to keep up with study, I should have a strategic plan about the business to make sure that there will be no problem that occur during the run of the business. This is very important to take a note about all the thing including cash flow, the quality of the product and many more that need to take it seriously. Having a motivation is the major attitude that need to be care of since I had faced with so many challenges thing and learning the experience thoroughly as I will gain more knowledge about business related day by days.

2.PROJECT DESCRIPTION



As a beginner who just start the business in this business fields, it is very important to have a strategic plan which can settle all the problem that may be occur in the future. Every simple thing and plan should be considering thoroughly as it should be including start-up money that I will use to develop more my business.

Firstly, I got the opportunity to be an agent for one of the beauty health brands which is Vitamilk Booster. This beauty health milk came out with three variation of flavour which is Vanilla, Strawberry, and Apple. The reason why I choose this product is because it has so many benefits to the body health and it can be consume by all of the family member which is woman and man or student, pregnant mother, breastfeeding mother, kids also old people. All of them can consume this health drink product because there is no chemical substance and free from any prohibited substance. Vitamilk is a drink product that based of goat milk, dates extract, honey extract, pomegranate extract, vitamin C, and krimmer.

All those ingredients that contains in Vitamilk are very beneficial to the body as for the goat milk we all know that it can strengthen the bones, good for heart health, prevents inflammation and many more. For the fruit extracts which is date and pomegranate also honey, it is very good for brain function and potentially prevent from cancer. For the overall

benefits of this Vitamilk drink product, it can brighten the body skin, overcoming the problem of acne, slow down the aging process, increase breast milk and many more.

Initially, I took this product from the main stockist that available at my place by spending my own money on this product to sell to the people out there. At this moment, I just started this business on 5th May 2021 which is around one month ago. I have been prepared to start the business a month before to make sure that when I sell the product everything will be run smoothly. This is due to the strategic plan that I need to come out with and thinking about the main thing which is the cost that I need to spend over the product since I am just a student that use my own money to buy the product.

On the other hand, I run the business through offline also online platform. I do not have any official store or shop because I just save all the stock that I took from stockist at my home. By saving all the stock at my home, it will be easier for me to manage all the stock and order by myself since i also need to concentrate with my study. For the online platform I only promote it through my main platform which is Instagram because people are attract to the product through Instagram platform since majority of people these days tend to use Instagram more than any other platform.

I do promote the product through WhatsApp which is for my backup promoting, since WhatsApp have the features call status so I can just easily promote at the status and customer can directly send a chat to me through this application as I will be at WhatsApp for 24 hours. A part from, that I also do the delivery service to the customer's home but only to the customer that lived in Kelantan and I will post the product to the customer that lived outside Kelantan by using J&T delivery service which the standard delivery that I always use to send to the people outside Kelantan.

The theme for this product design is a fairy by using white and pink colour to make it look more attractive to people out there to buy the product. This product came in bottles also include with a free tumbler or shaker to make sure that the customers can drink it easily. The taste of this vitamilk is very good and creamy as it is a milk product that mix with fresh extract fruit. This product can last for about one year and one bottles can be consume for three months as it suits of standard of beauty health drink and absolutely believed to be halal which mean got certified by Department of Islamic Development Malaysia also approved by Ministry of Health of Malaysia that it does not contain any ingredient that can harm the body.