



اَوْنُوْرَسِيْتِيْ بِاَتِيْكُوْلُوْكِىْ بِاِمَارًا  
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(BA118)

FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)

BUSINESS OPPORTUNITY



Prepared by

AHMAD HAZIM BIN AHMAD SOBRI

(2019439998)

D1BA1184D

Prepared for

MADAM NUR HAZELEN BINTI MAT RUSOK

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Praise to Allah for the strength given, finally I have done my individual project which is report about Business Opportunity. I would like to take this opportunity to thank for everyone that who gave help and support. Without guidelines from them, my individual project will be not successfully complete.

First and foremost, praise and thanks to the God, the Almighty, for His showers of blessing throughout my research work to finish the research successfully.

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Thank you.

# 1. EXECUTIVE SUMMARY

Business opportunities 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 end. It also teaches us the strategic plan to recognize any problems with this business.

In this summary, I will make a simple summary about my assignment which is this subject, ENT 300. We should do small business for this assignment which is Business Opportunity. It's was really surprising me because I don't know anything about business. I don't know what product to sell.

After discuss with my mom, I decide to sell snack which is Kacang by Wanys Snacks. It is because my mom is the one of stockist of that product. I decide to be a agent under my mom business.

Firstly, Wanys Snacks starting from the Flat house, 2nd floor, with her own husband, she managed to produce her first product, KACANG SEDAP. From transporting beans, placing beans, pasting stickers, everything is done by myself with my husband. Over time, demand increased and Puan Wani began to realize that her business was not just selling beans, nor fulfilling her interest in beans, but she was able to open up opportunities to the community out there to generate side income by selling Wanys product.

As such, businesses that started just because they love nuts, are now helping more of them out there find side income through the sale of Wanys products. From a flat, move to a terrace house and shop lot. Today, Wanys is in 2 factories that have 15,000 square feet. From both with her husband, she now has over 40 staff and has agents throughout Malaysia & Singapore.

Lastly, more than 8,000 outlets sell Wanys products to date. Not only that, but from one type of nut now Wanys has 4 types of nuts in various sizes. In 2020, Wanys is further spreading its wings from just a bean snack manufacturer to a READY TO EAT food

manufacturer. Puan Wani's idea to produce this READY TO EAT food came about when Malaysia was hit by the Covid-19 Pandemic and implemented the Movement Control Order (PKP).