



اَوْنِيُوْسِيْتِي تِيْكُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT300 FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS OPPORTUNITY – 30%**

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السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

Praise to Allah for the strength given, finally I have done my individual project which is 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 of all, I would like to thank to Mrs Hazelen binti Mat Rusok as my lecturer of ENT300 for his encouragement, commitment, advice and guidelines were invaluable during accomplishment this project.

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Thank you.

Nur Aishah Adlin binti Zulkifli (2019457622)

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## **1. EXECUTIVE SUMMARY**

### **1.1 INTRODUCTION**

The location that I choose to make the business is Kota Bharu, Kelantan. I choose Kota Bharu because this location has potential to grow in business because Kota Bharu is a city of focus for everyone from the state and also outside Kelantan. The business opportunity, I chose was my own business with my sister which is DessertbyNad, skilled in the making of pastries, desserts, breads and other baked goods. Based on the evaluation I have done, I decided to choose a business opportunity, which is DessertbyNad.

The business opportunity we decide to choose is DessertbyNad. The main course of the business that we serves is cakes. Furthermore, we also serves sweets, desserts and beverages, such as chocolates, brownies and tarts with variety of flavours. For me, there is no other business that I interest to make a business than DessertbyNad. The people in Kota Bharu will really love to chill up and relax while enjoying the foods. Because of the large number of UiTM's students, teenagers and middle ages people, they will attracted with our unique various cakes. The theme of the business is nude colour with good ambience and modern design that can calm down and boost up our mood.

At the DessertbyNad, our mission to consistently provide quality food and beverages, using our hand-pick ingredients from local and environmentally sustainable suppliers. Along with desserts and beverages, we aim to bring customers the best experience in food delivery, comfortable and convenient. Next, our vision is to remain the leading dessert chain in Kota Bharu. In addition, we are offering delicious desserts and beverages with excellent service from our experienced.

## **2. PROJECT DESCRIPTION**

We are DessertbyNad and we have been baking and serving cakes and pastries here in Kota Bharu since 2019. We believe in only sourcing ethically, baking them at home, and serving fresh cakes to our customers at an affordable price. My sister and I first became interested in making cakes was when we started watching videos from Youtube on ways to decorate cakes. Since then, we started to learn a little bit and started to make it ourselves. At first, the taste and appearance of the cake we made was not as beautiful and delicious as the ones sold in the store.

We sell offline and online sales method and make order deliveries only on weekends due to tight time constraints due to work. For marketing, we only use social media services such as Facebook, Instagram, Telegram and Whatsapp. Using this method, there are many groups of parents and teenagers who make orders for events to be celebrated. We receive a lot of orders as long as we use social media as a place to promote our products.

Because of that we became more determined to learn the technique in more depth, we also learned it by entering a baking class. Among one of the other reasons I started this business was because I was tired of eating overly expensive cakes and I believe there must be a better way. The main reason my sister and I sell cakes is because I want everyone to be able to buy cakes at a cheaper price than those sold in stores. In addition we also make orders according to the budget and decoration that customer's request.