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**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

BUSINESS OPPORTUNITY

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1.0 EXECUTIVE SUMMARY



Nowadays, we know that business is one of the major sources of income for human since the early ages of civilization. Even the Prophet Muhammad once said, “9/10 of income come from businesses”. Therefore, business has a big potential to increase one social standard and living. For my business, that I prepared for this selling project is about chocolate cupcake beauty blender.

This chocolate cupcake beauty blender materials are sponge and the application area is face. Its weight is 0.09 kg, the size is 4 X 6 cm which is very light. This beauty blender also lasts anywhere from 3 to 6 months, depending on how well the users take care of it. The colour of it is dark brown. This beauty blender is a versatile makeup sponge that can be used for practically anything in makeup bag such as foundation, BB cream and concealer.

I choose this chocolate cupcake beauty blender for my business project because I am one of the users. So, this is easier for me to promote because I can prove to other customers with my own. I just used RM30 as my modal. My achievement for this project is RM232 start from 1 May 2021 to 1 June 2021.

With this report I will show all activities throughout the sales of this business that I run. In terms of project description before activity, project outcome after activity and experience in sell this chocolate cupcake beauty blender to achieve my sales targets. I decided to sell this product because this is one of the makeup tools that every people love. Not just women but also men. This product also has a higher request in makeup market now.

2.0 PROJECT DESCRIPTION (BEFORE ACTIVITY)

2.1 PRODUCT

Beauty blender is one of my choices among other products. I want to sell this product because it is very in high demand nowadays. So, I want to take a chance in selling this product to people who have interested in makeup tools. This product also become high demand to people because it is one of the tools that very important when people want to do a makeup. Many of my friends suggest me to sell this product because it can give me a huge profit. At first, I was afraid because many people already selling it, but I want to take a risk in sell this. Many people encourage me to sell this product including my parents. As we know the beauty blender is very famous, and it becomes a mandatory thing. The other reason I choose to sell this product because this become trend now. This beauty blender has an attractive shape and its very smooth, so it makes for people who like to make makeup use the beauty blender. The beauty blender is very important because it allows our foundation to be effectively pressed onto the skin, as well as into skin for more flawless and natural look. This beauty blender also can blend customers makeup exceptionally and do not usually leave streaks or blend lines.

2.2 PRICE

For the price it's already decided. The price of this beauty blender is about RM29 which is very affordable for our customers. In addition, customers need to pay RM4 – RM5 for shipping and RM3 for cash on delivery (COD). Many of customers now concern about the quality rather than price. The profit that I will get for this beauty blender is RM7 for each which is very affordable for me as an agent. This price is very cheap and affordable for customers because this beauty blender has its own special features. For example, the shape is like a chocolate cupcake, and it can be bigger when wet and small when it dries. This is shown that its very special. Therefore, our HQ already have plan in the price which is they will decrease the price. So, my own target to get in one month is in range RM150 – RM250. The price will also be cheaper when the customers buy in bulk or in a large quantity for the beauty blender. If we look at the price of beauty blender and makeup sponge, beauty blender is cheaper and have a better quality than makeup sponge. For makeup artists this thing is very important when to do a makeup. The better quality can make someone face more stunning and beautiful.

2.3 PROMOTION

The thing that everyone like is product promotion. In marketing, promoting refers to any types of marketing communication used to inform target audience of relative merits of product. We can see the difference of customers when any sellers do their promotions. Usually, the promotion happened when public holiday. I believe that customers will become more interested if there are promotion. So, I plan to do a promotion once a day in my social media to attract customers. I will also do a makeup video to my customers to show them the right way to use our beauty blender. With this it can help me in promoting my product to public. I also will use people who are famous to promote my beauty blender. This can convince my customers that this product is very soft and safe to use. I am very sure many customers will attract to this because they will feel want to try it when the famous people use it. Promotion is very important in business because with promotion they will gain customers.

2.4 PLACE

Social media is the best platform to sell any product because its free, fast and easy. Everybody can create their own online store. The best way to sell a product online is to first test market to see if people want to buy it or not. For the selling platform I plan to sell it on WhatsApp status Instagram stories, Facebook, and Twitter to my old and future customers. With this platform I can attract many young customers which is as we know this product is very saleable among this generation. As usually this product will look interesting to them. This beauty blender is very popular among teenagers so that I plan to promote this product through the platform that many teenagers used. For example, Instagram, Twitter, and Facebook. In addition, I also plan to post them in TikTok. As we know, many of customers said they see product in these apps, and they will do research about them. Therefore, there are very famous online shopping that used by people now which are Shopee and Lazada, so I will not miss the opportunity to sell my product through them. So, to me these platforms is very helpful for me as a seller to gain my own net.