



اُنْبُوْا سَيِّئَاتِكُمْ لَوْ كُنْتُمْ مَعْبُوْدِيْنَ  
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**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

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**FUNDAMENTALS OF ENTREPRENEURSHIP**

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**BUSINESS OPPORTUNITY INDIVIDUAL**

SAHAJIDAH HAI-O MARKETING SDN. BHD.

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## Table of Contents

EXECUTIVE SUMMARY .....	3
PROJECT DESCRIPTION.....	4
PROJECT OUTCOME.....	10
EXPERIENTIAL LEARNING.....	16
APPENDICES .....	18

## EXECUTIVE SUMMARY

سُبْحَانَ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Alhamdulillah all praises to ALLAH S.W.T because with His grace I can complete the task given in the time that has been set and be able to produce it with high quality. I would also like to express my highest appreciation to my lecturer, Nur Hazelen binti Mat Rusok who is willing to teach me so that I can produce this individual assignment.

This research was made by me focusing on Sahajidah Hai-O Marketing SDN. BHD. The company was founded in the year in 1992 by Mr Tan Kai Hee as a subsidiary of Hai-O Group of Companies. Throughout the years, they have provided a platform for local entrepreneurs to grow and flourish into successful business owners and leaders. With a diverse, high quality product mix ranging from healthcare to household products, beauty products and our long renowned wellness product series, Sahajidah Hai-O Marketing is one of the leading local multi-level direct selling companies in Malaysia.

Next, data collections method that I use is by searching via internet. The data in this research are valid and correct. Unfortunately for me I cannot run an interview session with one of Sahajidah Hai-O Marketing SDN. BHD. employees because of the global pandemic that arises has affected type of learning from face to face to Online Distance Learning (ODL). Thus, every unnecessary movement will be limited including travelling interstate without having a solid reason.

Last but not least, in this research will explain more about before, after and my experience that I gained doing this business opportunity activity. Before activity will be explained using 5W1H method that is consist of what, why, who, when, where, and how also any other info that is relevant will be added into this research. After activity will explain on the activity that have been carried out such as how many are sold and how many customers. Then, experiential learning is about experienced that I gained after doing this activity.

## PROJECT DESCRIPTION

Before this activity was carried out by me, I was an ordinary student who had only one goal in my mind which is only to study and graduate in time without any problems. I did not care or mind about my financial status as it is currently sponsored by Perbadanan Tabung Pendidikan Tinggi Nasional (PTPTN). In addition, Online Distance Learning (ODL) that has been applied will save more money than conventional face to face classes. This is because, ODL will make learning become more flexible that other student like me can learn in their parent house instead of staying in college. It will definitely save more money on daily expense for students.

### WHAT

Sahajidah Hai-O Marketing SDN. BHD. has sold various type of product starting from nutritional food and beverage, personal care, skin care and cosmetics and much more. Almost every item has been covered by Sahajidah Hai-O Marketing SDN. BHD. The product that I personally choose to sell is as stated below. Bear in mind that all of this product comes from the same company which is Sahajidah Hai-O Marketing SDN. BHD.

#### 1. Min Kaffe

Min Kaffe is the one and only original bamboo salt coffee in the market that will not only satisfies your craving for coffee but it is also a source of magnesium. Min Kaffe is uniquely formulated with Robusta coffee powder and natural bamboo salt from Korea that delivers an exuberant aroma that helps revitalize tired mind and relieve tension. Min Kaffe is also sugar free coffee that means it can be consumed without any worries for the risk of diabetes.

#### 2. Bb+Glo

BB+GLO is an enhanced formula which comes with additional bio-actives to further enhance its product function and efficacy, hence providing healthy and youthful skin from the inside out. It is specially formulated with marine collagen peptide, patented blackcurrant powder, red grape extract and L-cysteine to strengthen and maintain the skin's elasticity, providing healthy and youthful skin from the inside out.

### 3. Marine Essence Beauty Bar

Marine Essence Beauty Bar is specially formulated to nourish, moisturize and rejuvenate skin. It is luxuriously blended and enriched with antioxidants and natural oils to deliver the best benefits for your skin. It was specially formulated with glycerine, bamboo salt and Phenol-SFE™ (Pu-Erh Extract) to nourish, moisturize and rejuvenate skin naturally.

### 4. Marine Essence Nourishing Shampoo

The first-ever hair shampoo that blends innovative technology with natural and botanical ingredients Bamboo Salt and Pheno-SFE™ to cleanse, nourish and moisturise your hair in one wash. It is uniquely blended with botanical ingredients, bamboo salt and Phenol-SFE™ (Pu-Erh Extract) to cleanse, nourish and moisturize your hair in one wash.

### 5. Marine Essence Body Wash.

The first-ever body wash that blends innovative technology with natural and botanical ingredients Bamboo Salt and Pheno-SFETM to cleanse, nourish and moisturise your skin in one wash. It was uniquely blended with botanical ingredients, bamboo salt and Phenol-SFE™ (Pu-Erh Extract) to cleanse, nourish and moisturize your skin.

### 6. Min Cha

Min Cha is a black tea that offers a variety of health benefits because it has high content of flavonoids, including catechin, theaflavins and thearubigins. These components are known as powerful antioxidants. It is uniquely blended with premium quality black tea leaves and authentic bamboo salt from Korea. It is aromatic, smooth, creamy and it satisfies your taste buds.