



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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ENT (FUNDAMENTALS OF ENTREPRENEURSHIP)

BUSINESS OPPORTUNITY (VESKO PERFUME)

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السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ

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.

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Last but not least, I also want to thank to our colleagues for their help and ideas in completing this report. Thank you so much and I hope that Madam Nur Hazelen binti Mat Rusok is satisfied and giving full consideration in marking this report.

Thank you.

Wan Anis Shafiqah binti Wan Makhtar (2019269356)

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EXECUTIVE SUMMARY

At the end of my business opportunity assignment, I got a lot of experience in business. I was given the task of being an entrepreneur by choosing whatever business I wanted to do as an assignment. Therefore, I have chosen to be an agent for Vesko Perfume. One of the reasons I chose this is because the capital to be paid is not too expensive, which is only RM 140 for 20 bottles perfume and the profit earned is well worth it.

Besides that, before choosing this product, I did some research on the advantages of this product. There are a few advantage of this product which is, friendly for "solat", starches imported from Swiss, long lasting (Up to 48 hours) and many more. After doing the research, it has made me more interested in becoming an agent for the product. Furthermore, conducting research has made it easier for me to persuade customers to purchase the perfume from me.

Promotion on WhatsApp, Instagram, Facebook, and other social media platforms is one of the ways I sell my products. This is because during the Covid-19 pandemic movement is quite limited to doing so, making an online promotion is the best method. Moreover, in the current season, online sales are quite popular. My target customer is my friends, neighbour, and online friends. For delivery, I have used postage and cash delivery (COD) service. While making that service, I have followed the standard operating procedure (SOP) set by the government.

The conclusion is after doing this assignment I get know that to doing business is not essay there are a lot of effort needs to be done to ensure our business is well received. Besides that, I have also gained some new knowledge about business through this assignment. For example, about how to attract customers, knowledge about online business, and more. Lastly, even though it was not easy to do I was still grateful that I was able to do it.

PROJECT DESCRIPTION

What ?

The product I have chosen for sale is Vesko perfume this product contains ten types with different scents for men and twelve types for women. This product only RM 13 with 10 ml and have many benefits such as friendly for 'Solat' so it is very easy for Muslims to worship without having to worry about whether the perfume they use is valid or not for prayers. Furthermore, the starches used to make this perfume are from Switzerland, and it is one of the best starches available. In addition, it is also long lasting (up to 48 hours), so users do not have to worry about their body odour.

Why?

I choose to be agent and sell this product because I think this product will receive a positive response because, with some of the benefits, it is able to attract the attention of a large number of people. Apart from that, the price of Vesko Perfume is not prohibitively expensive, so I believe that many people can afford it when compared to the cost of other perfumes. Although the Vesko Perfume bottle is not particularly large, it is durable, so with one spray it is sufficient for a day. In addition, the fee to be an agent for this product is not expensive, only RM 140 once with 20 bottles of perfume.

Who?

The target customer is my friends, neighbour, and online friends. As a result I have gained some customers through social media. The reason why I get a lot of customers through social media is because of the promotions I have done and I have also asked my friends to promote my products. Besides that, there are also a few of my friends and neighbours have bought the perfume I sell.

When ?

I started my business from Ramadhan until the month of Syawal. The reason I chosen the months is because I think on Eid there are definitely many who want their bodies to be fragrant even though they can't celebrate Eid anywhere.