
UNIVERSITI TEKNOLOGI MARA CAWANGAN KELANTAN

Faculty of Computer and Mathematical Sciences



**ENT 300
Fundamentals of Entrepreneurship**

BUSINESS OPPORTUNITY

**(NIMS CRISPY CHOCO TUB)
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EXECUTIVE SUMMARY

الحمد لله رب العالمين، I would like to thanks all my friends, my loving family and lectures for helped me complete my assignment fundamentals of entrepreneurship (ENT 300) which is called as business opportunity. Also, thanks a lot Madam Hazelen who given me guidance to complete my second assignment. For this project, I sold NIMS Crispy Choco Tub products because it is my favourite snack in flavour chocolate, it helps to relieve stress and we can eat while doing assignment or watching movies.

Before start approach these products, I started discovery and search for business opportunities. Opportunity is defined as a situation that enables an entrepreneur to offer marketable products or services to interested buyers and end users. As a student, I sold NIMS Crispy Choco Tub because it worth and affordable price for students like me. Alhamdulillah, by slowly start sell NIMS Crispy Choco Tub products to my family and friends in university who never stop supporting me in my business. I sold this NIMS Crispy Choco Tub using the promotion method such as WhatsApp group, social media and websites. Thankfully, I realized that it had reached my target of RM300.00.

In the business, I learn that creative thinking skills, knowledge and motivation is important for doing business. As a creative entrepreneur, we must to be a risk taker to challenge ourselves fear of failure in business. Otherwise, I figure out that communication skills with customer have being improved and experiencing how to handle business properly.

PROJECT DESCRIPTION

As a result of my research, I have decided to sell this NIMS Crispy Choco Tub product to complete the task that has been given. My purpose is to sell this product because this product contains 6 types including new ones, namely:

- Coco Jar – RM15.00
- Coco Rice – RM13.00
- Coco Ball – RM15.00
- Coco Krisp – RM15.00
- Mini Coco Crunch – RM15.00
- Choco Tub in rainbow new series – RM17.00

For promotion, I target sales made to my family, my friends, students and the community in my neighbourhood. I also target contacts on social media who live nearby in my area. This is because I use marketing methods entirely in terms of using social media virtually or entirely to market the products that I sell. To perform the task given, for the business I create a new account for Instagram and also advertise my product to my followers and fellow friends to support my business. The products that I sell have a good chocolate quality, are travel friendly and also NIMS Crispy Choco Tub is a sweet snack that can make a better day for everyone.

I started my business in March 2021 until now. Due to COVID-19, the business needs to stay low because of social distancing, but I work on it with post-order. My business only uses postage to deliver customer orders. Usually, J&T is my main courier to deliver the order. Customers can make a payment by transfer through online banking. If a customer wants to order, they can directly contact by WhatsApp number or just directly message on Instagram because it can facilitate my work on campus. After customers make the payment, I can just start packing and ready to post. Customers can also return or refund products if they're not satisfied. NIMS Crispy Choco Tub is usually bought by customers who love the quality chocolate.

PROJECT OUTCOME

Based on my business, I picked up 2 boxes of stock with various types. This stock has been allocated a capital of RM180.00 for its price. According to the set price, the consignment as able to pick up the NIMS Crispy Choco Tub for RM13.00 and then I resold it for RM15.00. Next, to make a profit RM2.00 for each Choco Tub, I am thankful that all the stocks I took were sold out. The most favourite and hot selling products from NIMS Crispy Choco Tub is Mini Coco Crunch and Coco Ball.

Next, I did not put this product in any store due to the limited stock factor. If the hot selling product out of stock, I will restock and give promotion for product such as 10% discount for Coco Rice and Coco Jar. So, I decided to gain sales through my friends who support and bought from me. However, when the sales were encouraging and everything was sold out and I got a profit in excess of RM120.00 capital.

