



Faculty of Computer and Mathematical Sciences
UNIVERSITI TEKNOLOGI MARA KELANTAN
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ENT300

BUSINESS OPPORTUNITIES (HALWATUNA DELIGHT)

CS110 4A

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EXECUTIVE SUMMARY

Business opportunities are about how we related the case study and business and apply it on our business plan to be a successful entrepreneur and how we identify any course of production of beginning until end. It also teaches us the strategic plan to recognize any problems with this business. Other than experience and knowledge, the entrepreneur must have the necessary skills in carrying out his job. Skills are usually born from experience and knowledge. This is an advantage that is difficult to obtain.

The business opportunity that I decide to choose is Halwatuna Delight. Halwatuna Delight is a company which focuses on cakes production. Differences in taste and texture make this cake looks interesting and suitable to serve for any occasion. The light and dry texture gives an opportunity to this cake to be one marketable product as people love simple things, especially food. The location of Halwatuna Delight is Kok Lanas, Kelantan. They have an own factory to produce the cakes.

The main course of the bakery that they serve various cake such as “Kek Lapis”, “Kek Kukus Buah”, birthday cakes and many types of cake. Furthermore, they also supply their cake to one of the famous cafes in the state. In addition, they also offering delicious desserts and beverages with excellent service from their experienced staff. Moreover, their mission to consistently provide quality cake using their hand-pick ingredients from local and environmentally sustainable suppliers. Exceeding customers’ expectations is achieved through passionate staff and a dedication to reaching new standards.



Name of the business	HALWATUNA DELIGHT
Business Address	Taman Gulza Kok Lanas Kota Bharu Kelantan
Website	<p>Facebook</p> <ul style="list-style-type: none"> • Halwatuna Delight Bakery <p>Instagram</p> <ul style="list-style-type: none"> • Halwatuna.delight <p>Shopee</p> <ul style="list-style-type: none"> • Halwatuna Bakery
Email	Halwatuna.delight@gmail.com
Telephone Number	012-989 3106
Main Activity	provides cake, pastry, and biscuit based products.

PROJECT DESCRIPTION – BEFORE ACTIVITY

Before activity I do not involve in any business activities. The business activities that I choose is selling cakes from Halwatuna Delight. Before this I was just their customer but now, I interested to be one of their agents. Why I choose Halwatuna Delight for my business activities is because there have many customers not just in Kelantan but also from outside of Kelantan. Moreover, different types of materials are used to make goods, and these affect the price of the product.

If you want a more expensive material used in the manufacturing process, then a product will cost more money because it has been crafted with better materials. Quality is important because it is what makes an object last longer without breakages occurring but in Halwatuna Delight even they used an expensive material to make a cake, but they are still consistent with their price and their price is affordable to many people.

Next, I planning to sell this product to my family and all my friend and follower from all social media. Every day I will try to make promotion in my all platform of social media such as WhatsApp, Instagram, Facebook and TikTok. Before this, I never use my social media to make any business. So, I will take this opportunity to sell these cakes in my social media.

For the ENT300 assignment, I must need myself involve in a small or big business either online or offline. I started this business on April 13th until May 13th through online. Other than that, I want to promote famous “Kek Lapis” from Sarawak to Kelantan. At the present time, people love to get something new and creative. Moreover, they are selling the cakes at affordable price which is cheaper than other competitors. This situation will become profitable to my business.