



Faculty of Computer and Mathematical Sciences
UNIVERSITI TEKNOLOGI MARA KELANTAN

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ENT 300

BUSINESS OPPORTUNITY STUDY:
(SURPRISE.CO-SURPRISE BOX)

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EXECUTIVE SUMMARY

In this time of technology, it is obvious that business plays a major role in the nation's economic development and the improving of people's living standards. Nations' economy would be substantially smaller and weaker if business didn't really exist. As a result, a variety of businesses are being evaluated and approved in our society in order to maintain productivity expansion.

As an outcome, for this research, I established a surprise box firm called Surprise. co., which is popular among millennials. Surprise.co was chosen as the name because it is a catchy, short, fancy, and memorable name that is quite easier for our clients to memorize. Apart from that the squishy octopus is currently going viral among youngsters. Small, medium, and big are the three sizes available. I acquired it from the source for a low price and resold it with a more practical and cuter box. The customer has the option of selecting the bundle they want delivered. Essentially, this type of box is intended to surprise their partner or girlfriend. However, as Malaysia is currently under lockdown, brothers and sisters come through to surprise their siblings on their birthdays. Furthermore, because it is a young business, it is necessary to cut costs. It was completed at home, and I am using courier to distribute to the customer (or cash on delivery if the client prefers), therefore the customer would receive the surprise box sooner than if I used the courier.

Furthermore, the surprise box includes extra chocolate, which is made from high-quality brands such as Cadbury, KitKat, Kinder Bueno, Hershey's, Ferrero Rocher, as well as others. The input we receive from our customers is extremely valuable in helping us to improve over time in order to ensure that our customers are satisfied with their orders. We can offer a basic surprise box with only the squishy octopus or all chocolate with ramen. After that, it'll be perfect aesthetics coupled with environmentally friendly nature

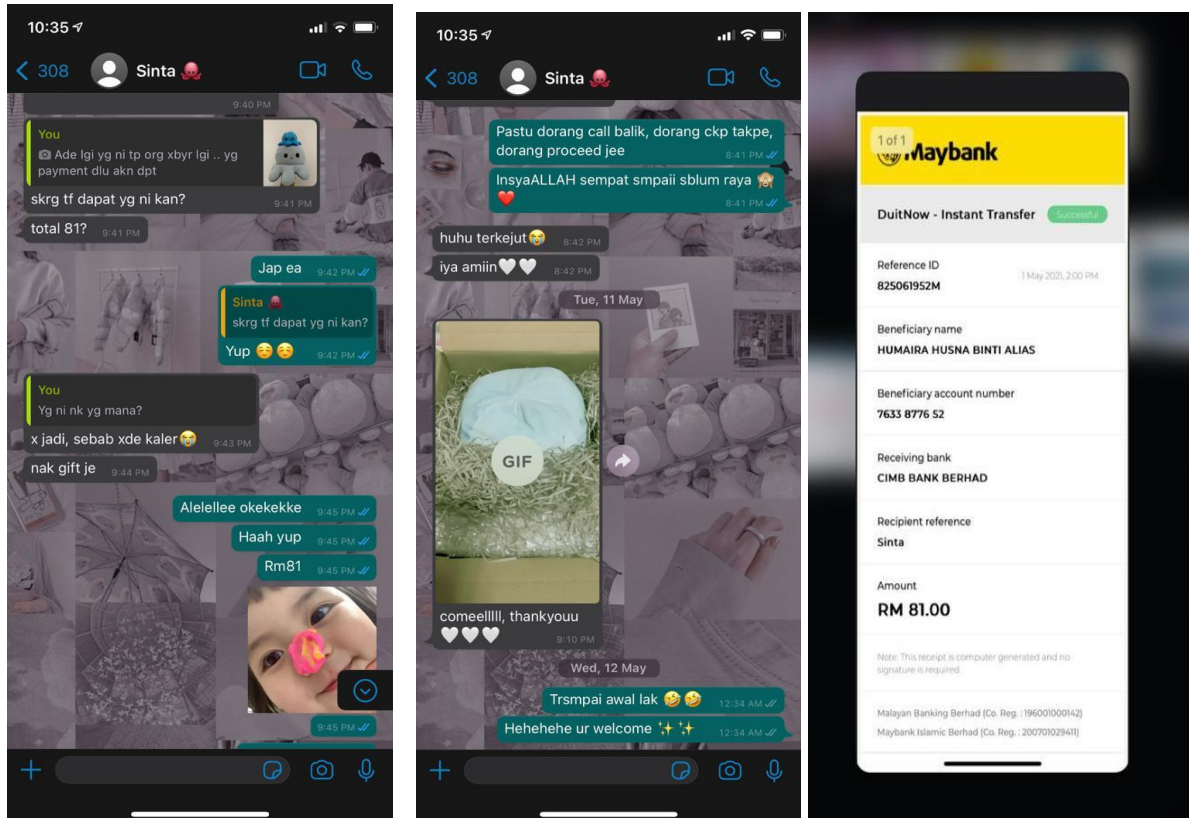
PROJECT DISCRPTION

Every business decision we make must be based on a compelling basis. The first reason I chose Surprise.co as a business possibility is that decorating is my passion. Actually, I've been a member of the decorating club since elementary school. Furthermore, my grandparents and my adored mother enjoy decorating practically anything, from the smallest to the largest objects. Our home, for example, does not require the services of an interior designer. We did all of the decorating ourselves. We remake it after conducting research and ensuring that it is to our liking. Then, a few months ago, I went to Tiktok to view a video. As squishy octopus is trending practically every day, I decided to gamble and try to resell it. The first stock I purchased from the source was ten pieces. It expands steadily, day by day, month by month. I recently restocked with a total budget of approximately RM2000, and it sold out in less than a week. For your information, due to few incidents happened towards me that not allowed to have my own account, I am decided and convince my mother to use her bank account which is she did not use that account for so long.

Besides from that, I decided this profession because I believe decorating has a bright future for both me and this brand. This is because my family encourages and supports me in starting a business doing what I enjoy, which is decorating. Having a supportive family, in my opinion, is critical for everyone who wishes to start a business. Plus, I believe that with my current decorating skills, I can create a variety of surprise boxes. Next, I'll make sure that all of the decorations fulfil my buyers' expectations. From time to time, I'll work on improving my decorating talents. As a result, this firm will flourish in the future and provide me with benefits. All of my experiences from the beginning of our company till now have inspired me to be a productive entrepreneur in the future. In fact, with this background, I am confident that I can start my own business without worry of failing or feeling discouraged.

PROJECT OUTCOME

For the first time, it makes me concerned if the price is a little high, because teens, in my experience, do not have a lot of money. As a result, I'll need to figure out the entire cost of each package. It not only includes the price of each box, but also the price of the squishy octopus, chocolate, ramen, and other items. After that, I've shared the video and image on my Instagram storey and Whatsapp status for my friends to see.



Customer reply on WhatsApp status