



اوتنوورسييتي تيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA PUBLIC ADMINISTRATION

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)

A1: BUSINESS OPPORTUNITY

AURA MAGIKA



PREPARED BY:

ANGELIN AK FLOREN (2020999997)

AM1105B

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PREPARED FOR:

DR. SITI MARDINAH ABDUL HAMID

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EXECUTIVE SUMMARY

The task given by my lecturer was to do business individual as part of my assignment. I decided to be an agent of Aura Magika which deal with product including lotion and health supplement. For your information, Aura Magika was established in 2012 and it is located at Jalan 2, 68100 Kuala Lumpur, Malaysia. Moreover, Aura Magika product known for it's ability to overcome the problem of back and waist pain and also helps to ensure the smooth the blood's journey. As a preference, I would like to market the product using online method through social media. It is easier to deal with customers since you just need to advertise the products name and it's benefits. Furthermore, this online method does not required your time to visit your customers place. All the product details and contact number will be provided. As an agent I will get the benefits from the sales of the product through sales commission. Lastly, I hope my goals will be achieve and be able to accomplish my mission as a successful agent of Aura Magika.

1.0 Project Description



(Aura Magika Lotion)

First of all, the reason I chose to be an Aura Magika agent was because I wanted to build a business empire to empower the religious and national economy. I was introduced to this business by my friend. Since this is my first time in this business field, there are many things that I need to learn regarding this business. For instance, I have no knowledge of how to start this business properly and my level of confidence in getting customers to buy the product was a bit doubtful. Eventually with guidance from my friend, I managed to build up confidence and knowledge on how to run the business.

Furthermore, my target market is to anyone who has the problem of back and waist pain, people who are stressed, pregnant women and many more. Aura Magika deals with lotion and health supplement. For instance, the product is known for its ability to overcome the problem of back, waist pain and also helps to ensure the smoothness of the blood's journey. Moreover, this product is indeed effective because it consists of the necessary ingredients. As a result, there are also individuals who have been cured using this product.

Next, the method I used is the online method which is through social media. By using this platform, it is easier to deal with customers since you just need to advertise the product's name and its benefits. Through social media I can contact or message with them and at their own time, when it is convenient for both sides. Not only that, with this platform I also can receive their feedback related to the product and easily reach out to a customer.

On top of that, I also advertise this product via Instagram and Whatsapp. All product details and contact numbers will be provided on social media which has been used to attract the attention of customers about this Aura Magika product. By doing so, it is easy to get new customers because through this platform it fast distributes easily to customers.

2.0 Project Outcome

I was able to make RM711.10 in total sales in one month of selling this Aura Magika product. For bio heat items, the agent price is RM23.90 and for Extra Hot, it is RM29.90. I initially purchased three bottles of bio heat lotion, and I was able to sell them all to customers within the first week. The company that I sell is attracting more and more people's attention every day. As a results, the profit that I have in one month is RM179.10.

PRODUCTS (AURA MAGIKA)	ORIGINAL PRICE
Bio Heat	RM32.90
Extra Hot	RM38.80

Simple Cashflow Record					Profit
Date	No of units prepared	Revenue daily (selling price x unit sold) (RM)	No of units sold	Cost incurred (RM)	
Week 1	Bio Heat	RM32.90 x 3 = RM98.70	3	RM23.90 x 3 = RM71.70	RM98.70 - RM71.70 = RM27
Week 2	Bio Heat	RM32.90 x 2 =RM65.80	2	RM23.90 x 2 = RM47.80	RM104.60 - RM77.70 = RM26.90
	Extra Hot	RM38.80	1	RM 29.90	
	TOTAL	RM65.80+38.8 =RM104.60		RM47.80+29.90 =RM77.70	
Week 3	Bio Heat	RM32.90 x 4 = RM131.60	4	RM23.90 x 4 =RM95.60	RM248-RM185.30 = RM62.70
	Extra Hot	RM38.80 x 3 = RM116.40	3	RM29.90 x 3 = RM89.70	
	TOTAL	RM131.60 +116.40 =RM248		RM95.60+89.70 =RM185.30	

Week 4	Bio Heat	RM32.90 x 2 = RM65.80	2	RM23.90 x 2 =RM47.80	RM259.80- RM197.30 =RM62.50
	Extra Hot	RM38.80 x 5 =RM194	5	RM29.90 x 5 =RM149.50	
	TOTAL	RM65.80+194 =RM259.80		RM47.80+149.50 =RM197.30	
TOTAL		RM711.10		RM53.20	RM179.10

3.0 Business Model Canvas (BMC)

<p>Key partners.</p> <ul style="list-style-type: none"> ➤ WhatsApp. ➤ Instagram <p><u>Key suppliers</u></p> <p>Stockist Aura Magika</p>	<p>Key activities.</p> <ul style="list-style-type: none"> ➤ Doing product promotion ➤ Delivery service. 	<p>Value propositions.</p> <p><u>The product's offers</u></p> <ul style="list-style-type: none"> ➤ This product is suitable for people with numb hands, numb feet and back pain and for people who are stressed. ➤ This Aura Magika Bio Heat and Extra Hot lotion product can help to reduce the pain experienced 	<p>Customer relationship.</p> <ul style="list-style-type: none"> ➤ Feedback Form ➤ Testimony 	<p>Customer segments.</p> <ul style="list-style-type: none"> ➤ Students. ➤ Pregnant Women. ➤ Anyone who are have the problem of back and waist pain, people who are stressed.
<p>Cost structure.</p> <ul style="list-style-type: none"> ➤ Marketing and Sales 	<p>Key resources.</p> <ul style="list-style-type: none"> ➤ Financial ➤ Human 		<p>Channels.</p> <ul style="list-style-type: none"> ➤ WhatsApp & WhatsApp Status. ➤ Instagram & Instagram Story. 	
<p>Cost structure.</p> <ul style="list-style-type: none"> ➤ Marketing and Sales 		<p>Revenue stream</p> <ul style="list-style-type: none"> ➤ Online transaction ➤ Promotion 		

EXPERIENCE LEARNING


Initially, I have no knowledge about this business project. However, due to my ~~determination and courage~~ I somehow managed to get a bit of experiences and it eventually the develop as time goes by. I was introduced by my friends to venture into online business which is Aura Magika. She talk to me all the good things about this online business which prone me to join her. Basically, my level of confident in getting customers to buy the product was a bit doubtful but however with her guidance of my ~~friend~~ I managed to overcome all my weakness and eventually have confidence in myself.

Venturing into this type of business has it's up and down. You have to be patient in order to succeed. Sometimes things does not work as planned. For instance, your sales target could not be achieved or there is zero sales within the expected time, don't feel down. On top of that, if the products that have been delivered to the customers does not satisfy them, they may insist to get refund for they product. If such thing occurs, as an agent you have to make a reasonable judgment in order not to lose your customers. There are term and conditions you have to consider before taking further actions as per agreement. However, if you managed to achieve your target or exceeding your target you will be rewarded handsomely.

Within weeks of experiences as an agent of Aura Magika I have gathered a lot of information and feedback from the customers which most of them satisfied with the product. It would be great if I can open up my own company and market it to other countries such as Brunei, Indonesia, Singapore and so on. Lastly with the experience and the knowledge I have hopefully my ambition could be achieve.

Finally, I would like to give sincere thanks to my friend who has give me the confident and guidance throughout the project.

MyENT Registration



MAMMED
Malaysian Academy of SME & Entrepreneurship Development

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2020999997
Nama	: ANGELIN AK FLOREN
Program Pengajian	: DIPLOMA PENTADBIRAN AWAM
Fakulti	: Faculty of Administrative Science & Policy Studies
Kampus	: Sarawak

MAKLUMAT PERNIAGAAN

Mod Pemiagaan	: Online
Bidang Pemiagaan yg diceburi	: Aura Magika
Tempoh Bemiaga	: 4 WEEK
No. Pendaftaran Pemiagaan	: -
URL Pemiagaan	: -
Alamat Premis Pemiagaan	: -
Tankh Mendaftar	: 14 Jun 2022
Tankh Kemaskini	: 17 Jun 2022
Tankh Cetak	: 17 Jun 2022

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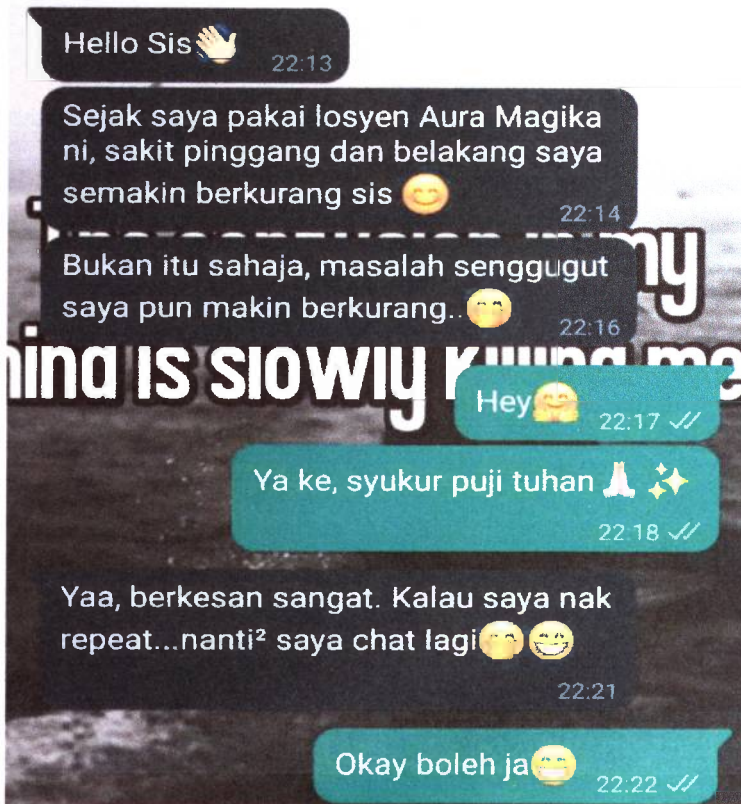
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Conclusion

To conclude, I was initially unaware of this business project. But I somehow managed to gather experience and eventually progressed over time, all thanks to my courage and determination. Basically, I didn't have much confidence in myself to convince others to buy the stuff, but with the help of my friend, I was able to overcome all my limitations and eventually gain self-confidence. As an Aura Magika agent for several weeks, I have collected a lot of data and customer comments, the majority of whom are satisfied with the product. Hopefully my ambitions will come true with the experience and knowledge I have.

Appendices

Customer's Feedback



Product Aura Magika (Lotion Bio Heat & Extra Hot)

