

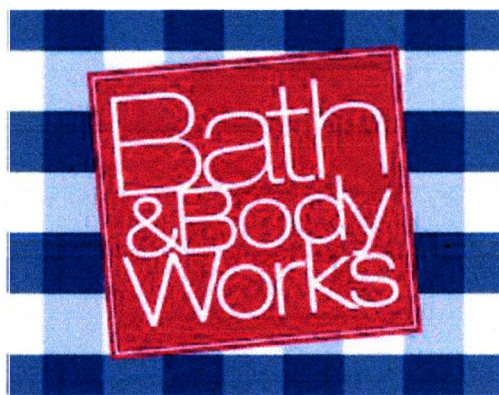


اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)**



**A1: BUSINESS ACTIVITY ASSIGNMENT
BATH AND BODY WORKS**

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20/6

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EXECUTIVE SUMMARY

Entrepreneurship is the artwork of beginning a business, which is essentially a start-up corporation wherein it gives innovative products, processes, or services. Entrepreneurship is defined as the capacity and willingness to create, manage, and run a business, including all of its risks, in order to make a profit. The most visible form of entrepreneurship is the establishment of new firms. As it is my first time being an entrepreneur, I have decided to purpose a being a dropship of Bath and Body Works which is known as BBW. The reason why I choose BBW to sell because as I know it was affordable among student and it was smell good. This is because, we knew that we also want to smell good when we go to class, and we also as a student we knew that the good smell can boost our mood when we at class, and I sell this among the student at UiTM Kota Samarahan 2. I decide to conduct my business activity hybridly as it can be order from whatapps or they can directly go to my room which located at level 3 in Wing B of Kolej Seri Pinang 2, room number SP2335B as my target market are among the student especially girls and staff in UiTM Kota Samarahan 2. There are few advantages that my customers will get to enjoy the BBW product which the price is same as at store, they can easily chat me with what body spray and mists that they want. They also can ask me what stock that was availabe for now. Lastly as for my service I can gain profit as my additional monthly income.

MyENT Registration


	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)	
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Kampus	: Sarawak
MAKLUMAT PERNIAGAAN	
Mod Perniagaan	: Hybrid
Bidang Perniagaan yg diceburi	: Dropship Bath and Body Work
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	:
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 11 May 2022
Tarikh Kemaskini	:
Tarikh Cetak	: 11 May 2022
<p>Siji Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Siji ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis. Penggunaan siji ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>	
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FIGURE 1: REGISTRATION CERTIFICATION

Clara BBW simple Cashflow Record


Date	No. of units taken/ prepared	Revenue daily (selling price x units sold)	No. of units sold	Cost Incurred	Profits
Week 1	5 Body Mist	RM 90 x 5 = RM450	3	RM 85 x 3 = RM 255	RM450 - RM255 = RM 195
Week 2	5 Body Mist	RM 90 x 5 = RM450	4	RM 85 x 4 = RM 340	RM450 - RM 340 = RM110
Week 3	5 Body Mist	RM 90 x 5 = RM450	5	RM 85 x 5 = RM 425	RM450 - RM425 = RM 25
Week 4	5 Body Mist	RM 90 x 5 = RM450	4	RM 85 x 5 = RM 425	RM450 - RM425 = RM 25
TOTAL		RM 1,800		RM 1,445	RM 355

BUSINESS MODEL CANVAS

<p>Key Partners</p> <ul style="list-style-type: none"> ◇ CIMB Bank ◇ J&T ◇ Poslaju ◇ ABX Express ◇ Ninja Van ◇ Whatsapp Group ◇ Telegram Group 	<p>Key Activities</p> <ul style="list-style-type: none"> ◇ Promote body mist at all social media ◇ Doing promotion during festive season ◇ Provide delivery service 	<p>Value Proposition</p> <ul style="list-style-type: none"> ◇ Bath and Body Works body mist was provided for student and staff. ◇ Can use in within 4 to 6 month but it depend on how many time you use it. ◇ Fast respond to the customer. 	<p>Customer Relationship</p> <ul style="list-style-type: none"> ◇ Promotion ◇ Guarantee ◇ Receive gift if buy more ◇ Receive discount if buy more 	<p>Customer Segment</p> <ul style="list-style-type: none"> ◇ Student ◇ Adults ◇ Women ◇ UiTM Staff ◇ Teenagers
	<p>Key Resources</p> <ul style="list-style-type: none"> ◇ BBW Agent ◇ BBW Stockiest ◇ BBW Store 		<p>Channels</p> <ul style="list-style-type: none"> ◇ Whatapps ◇ Telegram 	
<p>Cost Structure</p> <ul style="list-style-type: none"> ◇ Marketing cost ◇ Sales ◇ Delivery Cost 		<p>Revenue Stream</p> <ul style="list-style-type: none"> ◇ Postage ◇ Online Transaction and Bank In ◇ Sales ◇ Delivery fee 		

EXPERIENTAL LEARNING

Since this was the first time starting this service, it was a great experience. I have learned a lot of new knowldge and it was not that easy. I have to admit that at first I always doubting my own self few times. At first I always overthinking of what will happen if I failed to do my business and it will stress me out. Before starting my business I have lack of confidence to start my business. But after that I have learn how to gain my confidence by talking to my customer. In addition I aso learn how to attract my target market to bought my selling product.



CONCLUSION

An entrepreneur is a person who develops a business from a concept or a product, a process known as entrepreneurship. Building a business takes a lot of time and effort, and not everyone is made out for it. Entrepreneurs are highly driven risk-takers who have a vision and are willing to make significant sacrifices to accomplish it. Entrepreneurs get into business because they enjoy what they do, feel their product will have a beneficial influence, and want to benefit from it. Entrepreneurial actions power the economy by creating firms that employ people and provide goods and services that customers purchase.

APPENDICES

