



اَبُو بَكْرٍ سَيِّدِي بُدِيكُو لُو كِي فَايَزَا
**UNIVERSITI
TEKNOLOGI
MARA**

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA PUBLIC ADMINISTRATION (AM110)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY OF

“CAKE LAPIS CHEESE”

Raz's
Cake Lapis Cheese

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1.0 Executive Summary

Many individuals believe that it takes a lot of money to start a business. However, this view is not entirely correct. Capital is no longer an issue in today's world of advanced technology. What matters is that you have a strong desire to establish and grow the business you want to manage. Mental and physical preparation is essential to start the business you want to run. When COVID-19 hit the entire planet, not only were human lives affected, but most businesses were also affected because they were unable to open or conduct their normal commercial operations. Some go bankrupt, while others choose to close their stores or hybrid businesses and try their luck in other ventures. So from the observations I made throughout running the Cake Lapis Cheese business, I have concluded that this business is very profitable for me because the demand for Cake Lapis Cheese is very high around Malaysia and even abroad such as Indonesia, Singapore and Brunei. This is because, Sarawak Cheese Layer Cake has its own uniqueness and taste. If tourists want to go to Sarawak, they must buy Cake Lapis to take home. There are many vendors and shops that sell Kek Lapis such as Mira Cake House, Hasni Cake House and many more but not many can offer affordable prices and different recipes. As in this pandemic, we know that people are scared and can't go out or shop as usual because covid cases are on the rise. However, through this hybrid business method that I run, the community or customers can buy online or face to face. Even so, I can learn a lot of knowledge in the field of business with well-known entrepreneurs as well as try to develop my business to be better known by all walks of life. Therefore, good communication with customers is very important so that customers are comfortable and continue to buy with us. So, take good value to stay on peak

2.0 Project Description- Before Activity

Hari Gawai and Aidilfitri, which will be celebrated every two weeks, provide double sustenance to Cake Lapis Cheese entrepreneurs, among the 'compulsory' dishes served at the celebration of the two festivals. This made me interested in selling Cake Lapis Cheese. Having entrepreneurial knowledge before starting a business is important and the learning process must be continued even if you already have experience or approval. Always learn so that your personal and business potential can be increased to the maximum level. Before I ran this business, I had entered a baking class in search of experience. After having experience making cakes I was an employee and working with people. Although I actually carried out my responsibilities as an employee but at the same time, I also learned the technique of making cakes neatly. With my own talent and practice, I intend to open my own business. The journey of building a business becomes easier if it involves things you like. With that, you will always be motivated and want to do your best in business affairs thus giving a positive impact in the business.

Since I am new in opening this business, I will start by selling and promoting my Cake Lapis Cheese to people nearby who are my family and friends. I prioritize Cheese in my business because Cake Lapis Cheese is an attraction to every customer whether young or old. I also use a premium or quality ingredients for my cake. As a newcomer to business, I only receive orders from customers. I don't prepare ready-made cakes because I just doing this business alone.

Social media is the best internet application to be used by small and medium industry entrepreneurs to conduct marketing activities. Social media is able to narrow and close the gap between the strategy that has been planned and the implementation of the strategy that will be implemented Social media became my first platform to

promote my Cheese Cake. This platform is very useful for me to use because nowadays social media is becoming a part of our daily lives. I will post my menu and operating hours via WhatsApp, Instagram, Twitter, Facebook and other social media for each week. Furthermore, following the previous covid-19 pandemic, customers can pay to me through online banking to avoid contact and I will also wear a mask and keep distance with my customers as a precaution to ensure customer safety. So my customers don't have to worry about their safety because I will ship their food carefully.

Other than that, one of my ways to get people's attention is that I will make posters and give discounts as well as promotions for my customers. I will add some interesting pictures and words in my poster. After that, I will post the poster via social media so that many people see it. I'm so grateful that my friends also helped me to promote my business poster. This way, people will be more interested in buying my Cake Lapis Cheese. Not only that, I also provide cake tester for customers who want to try.

3.0 Project Description- After Activity

a) Price of Cake Lapis Cheese Sarawak

<u>NO</u>	<u>Flavor of Cake Lapis Cheese</u>	<u>Price of Cake Lapis</u>
1	Cake Lapis Fatzura	RM180
2	Cake Lapis Cheese+Red velvet+Raspberry	RM150
3	Cake Lapis Chocolate Cheese	RM140
4	Cake Lapis Bahu Bali	RM140
5	Cake Lapis Red Velvet Cheese	RM140
6	Cake Belacan Lumut Cheese	RM140
7	Cake Lapis Cheese Oreo	RM140

b) Total order of Cake Lapis Cheese for 4 week

<u>WEEK</u>	<u>FLAVOUR OF CAKE LAPIS CHEESE</u>							<u>TOTAL OF CAKE LAPIS SOLD</u>	<u>TOTAL PRICE</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>		
1	3	-	2	1	1	2	1	10	RM1,520
2	4	2	2	2	1	3	1	15	RM2,280
3	2	1	3	-	3	-	1	10	RM1,490
4	2	1	2	1	2	2	3	13	RM1,910
TOTAL								48	RM7,200

The amount of money I get by selling the Cheese Layer Cake is RM7,200 and I can sell 48 units Cake Lapis Cheeses during the 4 weeks of sales. After 4 weeks of me selling my Cake Lapis Cheese, I found that doing business with not enough staff was very difficult for me to handle. In the first week of the sale, I opened the order and only promoted it to people I knew like my family members and friends. The amount of Cheese cake I sold actually exceeded my expectations. This is because, I predict my business will not get high response as I am still new in this field. Therefore, I set my goal to receive orders and sell the first week, which is to sell 5 or 6 units of Cake Lapis Cheese, however, I actually exceeded my target and was able to sell 10 units. This is a huge achievement for me and I am very happy with it. Without further ado, I decided to grow my business and open orders for others.

In the second week, my business grew as I was able to sell 15 units Cake Lapis Cheese that passed the first week of sales. Due to feedback from my family and friends, I managed to convince my other customers to buy my Cake Lapis Cheese. However, it is quite busy for me, especially on festive days such as Hari Raya and Hari Gawai because Cake Lapis is an important food during the celebration of the day but my business still runs smoothly. This is because I don't have an accomplice who will help me run this business and I was a bit stressed in the second week as I also had a lot of work to do at the same time.

In the third week of sales, my business started to decrease because the number of Cheese cake I sold was 10 units which was less than the second week. The reason I found it was because during that week, I was busy with my assignments which caused me not to promote my product and also difficult for me to manage all my work. However, on the week 4 of selling, my business started to increase slowly which is I can sell 13 units.

4.0 Business Modal Canvas (BMC)

<p>Key Partners</p> <ul style="list-style-type: none"> • Kedey Aya • Bake With Yen <p>These tow shops are for our raw materials</p> <ul style="list-style-type: none"> • J&T for shipping • Bank Islam for online transaction 	<p>Key Activities</p> <ul style="list-style-type: none"> • Taking orders • Buying decorating and materials and equipment • Baking cakes and packaging • shipping 	<p>Value Propositions</p> <ul style="list-style-type: none"> • Affordable price but premium quality • Easy to obtain • Various size • Various flavors • Be the choice of costumers around Samarahan <p><i>What's the product!</i></p>	<p>Costumers Relationships</p> <ul style="list-style-type: none"> • 24/7 costumers service • Communities • Appreciation card to costumers • Festive price discounts • Costumers Feedback 	<p>Costumers Segments</p> <ul style="list-style-type: none"> • Various Races • Tourism • Workers • Friends • Semenanjung, Sabah, Sarawak people
<p>Key Resources</p> <ul style="list-style-type: none"> • Own Capitals • Loans • Machinery and Equipment • Cash • High Quality • Service • Experience Baker 		<p>Channel</p> <ul style="list-style-type: none"> • Facebook • Instagram • Whatsapp Business 		
<p>Cost Structure</p> <ul style="list-style-type: none"> • Utilities • Transportation • Delivery Services • Shipping • Raw Materials 		<p>Revenue Streams</p> <ul style="list-style-type: none"> • Sales of Cake Lapis • Service Revenue • Online Transactions 		

5.0 Experiential Learning- Student Experience

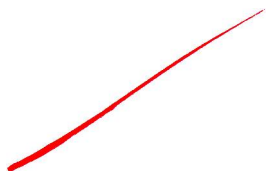
Through this business, I learned that opening a business is not as easy as I thought especially when I had to do this business alone. There was a time when I was stressed when receiving a lot of orders from my costumers because I didn't have anyone who could help me in managing this business. So I had to do it all on my own from making the Cake Lapis Cheese to sending it to my costumers which was very difficult for me. I almost wanted to give up on running this business however I managed to motivate myself and pursue it successfully.

Furthermore, when opening a business I learned that I need to prepare myself to expect the unexpected. For example, some of my lecturers like to do extra classes and tests on the weekends. In addition, I also have to do tasks that have been requested which is very difficult for me to focus fully on my business. This is because as a student, I also have things I need to worry about like my assignments and exams so that I can achieve my ambitions. Thus, I need to wisely manage my time to avoid myself from stress.

I am quite happy with the result despite the many hardships I have gone through. This is because, through this business I gained new knowledge in managing the business. I believe that this knowledge and experience will be useful for me in the future especially when I apply for jobs in the future. In addition, I also have my own profit through this business. I remember the joy I felt when I received my first profit and I decided to save that money from spending it. I can spend my weekends doing something useful instead of wasting my time while I do this business.

In addition, this business also helps me to cultivate and improve skills in cooking. Through this business, I also learned to control my emotions and calm down whenever I received a lot of orders or things out of control. This particular situation

helps in improving my mentality to be stronger and helps me to think faster so that I can handle it professionally.



6.0 MyENT Registration (Certificate)

 **UNIVERSITI
TEKNOLOGI
MARA** | **Akademi
Pengembangan PKS & MSME
Malaysia (MASMED)**

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

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Program Pengajian : DIPLOMA PENTADBIRAN AWAM
Fakulti : Faculty of Administrative Science & Policy Studies
Kampus : Sarawak

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
**Bidang Perniagaan yg
dicebun** : Khidmat Kebersihan Dan Rawatan
Tempoh Berniaga : 1 Bulan
No. Pendaftaran Perniagaan : -
URL Perniagaan : -
Alamat Premis Perniagaan : -
Tarikh Mendaftar : 03 Jun 2022
Tarikh Kemaskini : 15 Jun 2022
Tarikh Cetak : 15 Jun 2022

Siji Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang diumumkan oleh pelajar semasa tempoh pengajian di UTM. Siji ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis. Penggunaan siji ini hanya diperima untuk kegunaan urusan dalaman UTM sahaja. Urusan dan aktiviti perniagaan yang diumumkan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

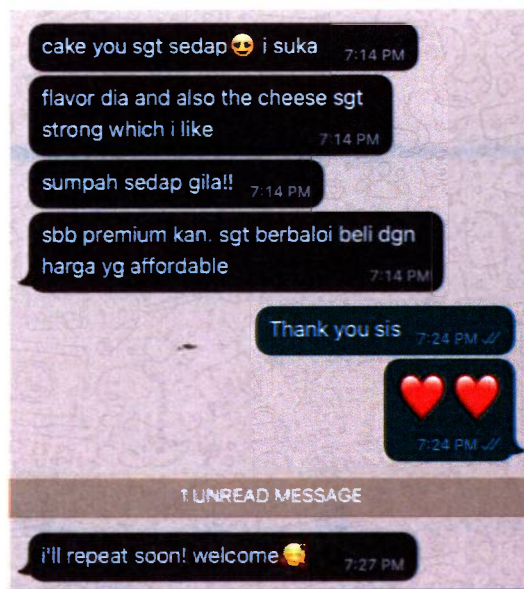
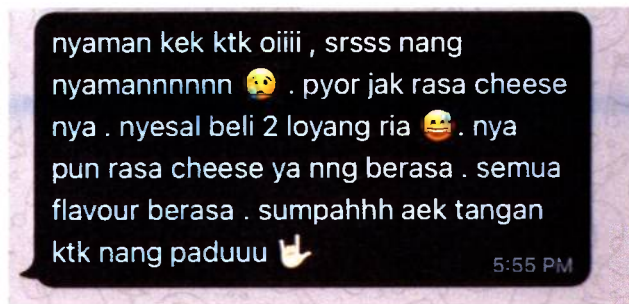
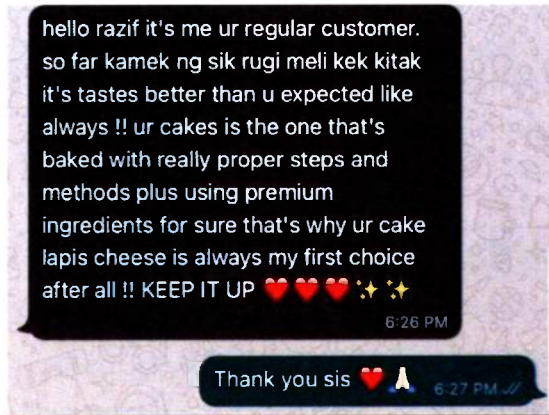
Malaysian Academy of SME & Entrepreneurship Development (MASMED)

7.0 Appendices- Evidence of Business Activity

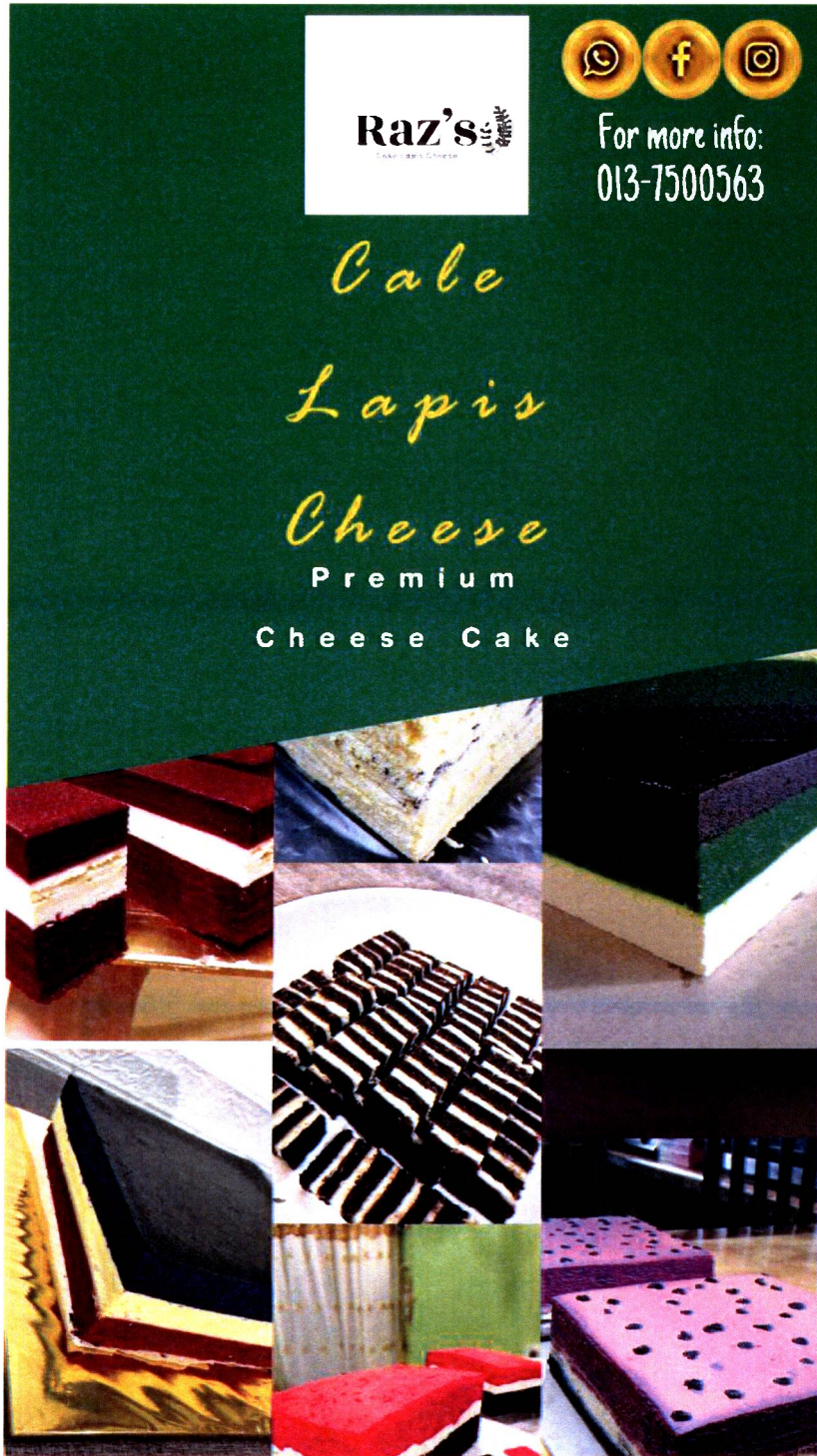
Flavour and Price of Cake



Feedback from costumers



Poster



Raz's
Lapis Cheese

For more info:
013-7500563

Cake
Lapis
Cheese
Premium
C h e e s e C a k e

The poster features a dark green background with the brand name 'Raz's Lapis Cheese' in a white box at the top left. To the right are three circular social media icons for WhatsApp, Facebook, and Instagram, followed by the contact number '013-7500563'. The main title 'Cake Lapis Cheese Premium Cheese Cake' is written in a mix of gold cursive and white sans-serif fonts. The bottom half of the poster is a collage of nine images showing various styles of lapis cakes, including chocolate, white, and pink-topped versions, some in individual boxes and some as slices.

8.0 Overall Report

In conclusion, I think doing a business is very good for students during this pandemic. This is because as we all know, most of people lost their jobs due to the current situation. Furthermore, I believed students can helps their parents other than earn their own profit. Next, students also can gain new knowledge and unleash their hidden potential such as communication skills, cooking skills and others which will be useful for them in the future. This is because, nowadays these skills are very useful especially when they want to apply for jobs. The employer will definitely hired or seek for people who are talented rather than untalented. Thus, doing a business will be a huge opportunity for the students. Besides that, students need to keep calm when doing a business mostly during the pandemic. Students will find a lot of competitor in the business and may struggle when promoting their products through social media. Therefore, students need to think creatively in order to compete with the other businessman. It is probably hard to open the business during pandemic especially when we are still new to it however, if we did not give up and find ways in solving the problems, we will definitely get to achieve our dreams. After all, I believed nothing is impossible as long as we work hard to achieve it.

