



اَوْنَبُوْرَسِيْتِي تِي كُونُوْمِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)**

**A2 : BUSINESS OPPURTUNITY OF
COOKED BY NOHEUL
BUTTERMILK PENNE PASTA**

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**DATE OF SUBMISSION :
22ND JUNE 2021**

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EXECUTIVE SUMMARY

Cooked By Noheul is a small online business that sells baked pasta and it is a home based business with no other hired workers. All the work of promoting, managing orders, costing and marketing was all done by myself. The main product of this business is Buttermilk Penne Pasta which is sold at RM10 per item, excluding delivery charges. The modal needed to open this small business was less than RM 500.

This business was founded in the year of 2021. Started off with promoting the products through many platforms which includes Instagram, Facebook and Twitter. The business has gained enough followers and buyers ever since it is first started. I believe that with my passion in cooking, this business will strive in the future. I am constantly working my best on growing my business to meet more people and create a bigger network to make it grow better and successful than before. I ensure that my business is done smoothly by make it my top priority that we deliver the best quality service and products that comes with affordable price. I believe that a good customer service will allow smooth and comfortable communication with our customer which is done with politeness and friendliness in communication.

1.0 Project Description

The product that I am selling is a Buttermilk Penne Pasta. The main idea I decided to sell this product is because of my passion and confidence in cooking. I have received many compliments from friends and family saying how good the pasta is and has the potential to be my first ever business. Every ingredients used in my pasta are premium ingredients and be sold at a affordable and reasonable price.

I firstly started selling the products only to friends and family and was limited to 20 pax only. My product was sold only in one size which I think the size was perfectly enough for a pax. After awhile of selling it, my business grew better and manage to gain more buyers. This has become my main income as a student.

1.2 Target Market

My main target market are teenagers and adult as they are more exposed to social media. I believed these generations are most likely to to click on food advertisement more quickly rather than other type of ads.

1.3 Distribution Strategy

My product will be sold via online. However, I do offer cash on delivery (COD) service too and every delivery charges depends on the delivery area. Every 1km will be charged at RM0.50. Not only that, customer can either choose to self pick up or COD. Follows their own desire.

1.4 Promoting

The main strategy that I used to promote my business is non other that social media such as Instagram and Facebook. I believed that these two social media has many users and it will help me to reach or gained buyers way more quicker. In order to attract more buyer, I must ensure that the poster I used is clear and attractive. I have used various type of applications to make my poster.

2.0 PROJECT OUTCOME

2.1 REPORT ON BUSINESS TRANSACTIONS

This transactions was taken during one month of operation. Orders were taken every once in a week which was on Sunday only. The orders will be taken a day before the distribution day. Ingredients will be bought depends on how many orders received to prevent wastage and loss. The total average number of units per day is 30-50(max) pax. Usually a customer will order at least 2-3 pax.

Cost Incurred

10 packets of penne pasta - RM 40 (each packet cost RM4)

4 cans of sweetened condensed milk - RM 12.80 (each can cost RM3.20)

4 cans of evaporated milk - RM 14.40 (each can cost RM3.60)

2KG gram of chicken breast - RM 35.80

1 packet of daun kari - RM 2

1 packet of chillis - RM 3.45

1 packet of 'Tepung Bestari' - RM9

1KG of cooking oil - RM 3.00

Packaging : RM 50.90 (40 pieces)

Total : RM 171.35 (This total can make up to 40 pax)

Price for each pasta : $RM\ 171.35 / 40 = RM4.28$

Selling price : RM 10 each

Profit per pax : $RM\ 10 - RM\ 4.28 = RM\ 5.72$

2.2 WEEKLY BUSINESS TRANSACTION SUMMARY

| WEEK | NO OF UNITS PREPARED | COST INCCURED | NO OF UNITS SOLD | REVENUES DAILY (SELLING PRICE X UNITS SOLD) |
|--------|----------------------|---------------|------------------|-----------------------------------------------|
| WEEK 1 | 40 | RM 171.35 | 40 | RM 10 X 40 = RM 400 |

| | | | | |
|--------|-----|-----------|-----|--------------------|
| | | | | |
| WEEK 2 | 50 | RM 180.00 | 50 | RM 10 X 50 = RM500 |
| WEEK 3 | 40 | RM 171.35 | 40 | RM 10 X 40 = RM400 |
| WEEK 4 | 50 | RM 180.00 | 50 | RM10 X 50 = RM500 |
| TOTAL | 180 | RM 702.70 | 180 | RM 1,800 |

PROFIT CALCULATION EACH WEEK

- a. WEEK 1 : RM 400 - RM171.35 = RM 228.65
- b. WEEK 2 : RM 500 - RM180 = RM 320.00
- c. WEEK 3 : RM 400 - RM171.35 = RM 228.65
- d. WEEK 4 : RM 500 - RM180 = RM 320.00

TOTAL PROFIT OF ALL WEEK

$$RM228.65 + RM 320.00 + RM228.65 + RM320.00 = 1,097.30$$

BUSINESS MODEL CANVAS

| | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <p>KEY PARTNERS</p> <ul style="list-style-type: none"> • RAW MATERIAL COMPANY • PACKAGING STUFF COMPANY • SOCIAL MEDIA DELIVERY COMPANY | <p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> • COOKING PROCESS • PACKAGING PROCESS • PROMOTING PROCESS • DELIVERING PROCESS | <p>VALUE PROPOSITION</p> <ul style="list-style-type: none"> • CONSISTENCY IN THE COOKING • REASONABLE AND AFFORDABLE PRICING • FAST AND EFFICIENT SERVICES • GOOD COMMUNICATION WITH CUSTOMERS | <p>CUSTOMER RELATIONSHIP</p> <p>SOCIAL MEDIA : INSTAGRAM TO PROMOTE</p> <p>WHATSAPP : TO CONTACT CUSTOMER</p> <p>CASH ON DELIVERY</p> | <p>CUSTOMER SEGMENTS</p> <p>GROUP OF TARGET : TEENAGERS WORKING ADULTS</p> |
| <p>COST STRUCTURE</p> <p>PRODUCTION COST</p> <p>SALARY OF THE WORKERS</p> <p>UTILITIES</p> <p>RAW MATERIAL ITEMS</p> | | <p>REVENUE STREAM(S)</p> <p><i>Jobs</i></p> | | |

3.0 Experience

3.1 The Valuable Lessons from the Business Activity

Throughout the business activity, I have learnt that being an entrepreneur is not easy, especially without any helpers. It was tiring as I had to promote my product every day to gain customers attention and bought the ingredients alone every week to make sure there was no wastage. On the other hand, I also liked doing this business because I am working on my own and I did not have to obey any instructions as I am the owner. Besides that, I also liked the idea of no one can disagree with my opinion of the business.

To be honest, it was kind of difficult to promote my pasta to people, but once I get keen on it, things are going smoothly. I enjoyed doing this business as cooking is also one of my hobby, which I can gain profit from it. When I first received my order, I was happy as I never thought people will buy my products. I am joyful that people are loving my pasta as much as I do.

3.2 Challenges Faced Throughout the Business Activity

One of the challenges I faced during the first week of the business activity was the lack of customers. This happens because some people are afraid to try my product for the first time. By handling this problem, I asked my friends to record a video of them reviewing my products. Once I posted the video on social media, people are getting more confident in buying my product.

Lastly, I feel grateful to open this business as I really enjoy doing what I do now. Although ~~my business does not~~ seem to be thriving, I will not give up and will continue to move forward so that my business can grow more widely. I also hope that I can bring in more other products in my business in the future

4.0 MyENT REGISTRATION

MyENT Certificate

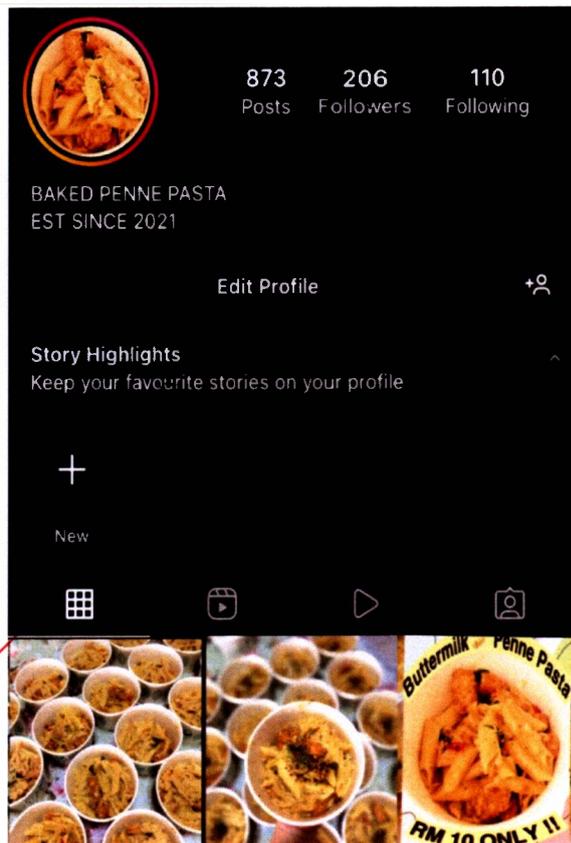
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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|-------------------------------------------------------------------------------|
|  | UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) |
| MASMED YOUNG ENTREPRENEUR (MyENT) | | |
| SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM | | |
| No. Pelajar | : | 2020976421 |
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| Kampus | : | Sarawak |
| MAKLUMAT PERNIAGAAN | | |
| Mod Perniagaan | : | Hybrid |
| Bidang Perniagaan yg diceburi | : | Makanan |
| Tempoh Berniaga | : | |
| No. Pendaftaran Perniagaan | : | |
| URL Perniagaan | : | |
| Alamat Premis Perniagaan | : | |
| Tarikh Mendaftar | : | 10 May 2022 |
| Tarikh Kemaskini | : | |
| Tarikh Cetak | : | 22 Jun 2022 |
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APPENDICES

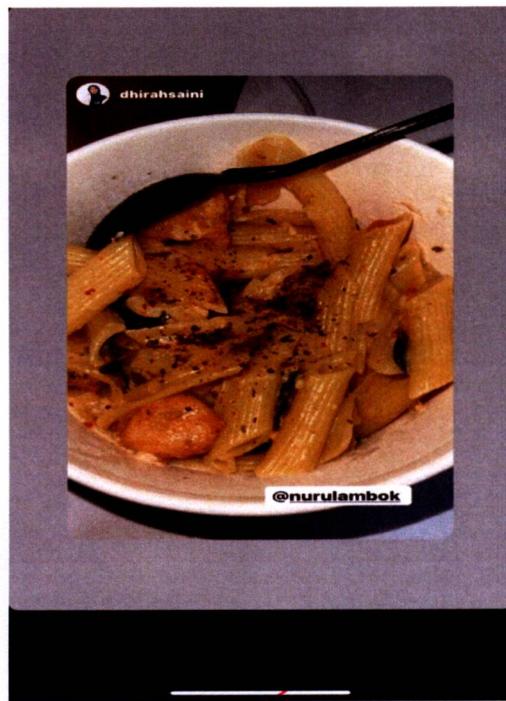
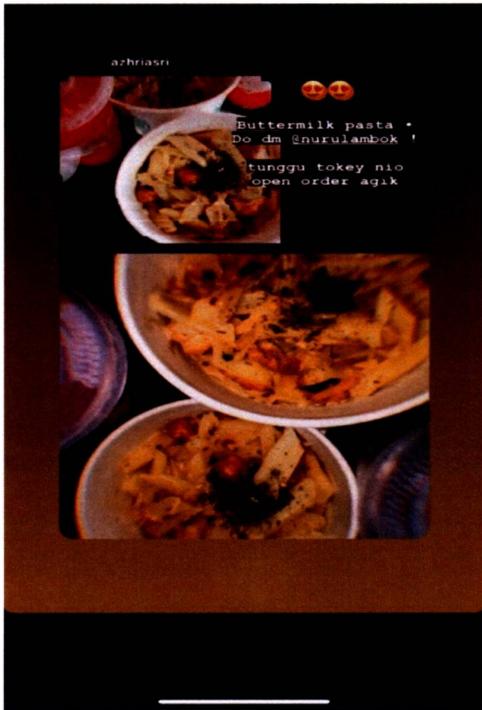
5.1 PICTURE OF THE END PRODUCT



5.2 BUSINESS INSTAGRAM ACCOUNT



5.3 CUSTOMERS' POSTINGS ON SOCIAL MEDIA



5.4 THE POSTER USED TO PROMOTE

