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UNIVERSITI
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**FACULTY OF ADMINISTRATIVE SCIENCE
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**DIPLOMA IN PUBLIC ADMINISTRATION
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(ENT300)**

**SWEET AND SPICY
CRISPY NORI ROLLS**



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**A1: BUSINESS OPPORTUNITY -
SWEET AND SPICY NORI ROLLS**

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EXECUTIVE SUMMARY

I have been given a task to running a business as a part of my assignment project. As a result, I decide to open and run a small business which, it is making Crispy Nori Rolls or also called as Crispy Seaweed Rolls. For modal, I refer to the order that customers make. I make the Crispy Nori Rolls by myself and put into the container to make sure it easy to be sold. Even, I'm a man, I believe I still can easy to make it after many times of practice, so don't judge a man. Other than that, making this snack as a business before 1 week of celebration of Gawai Dayak Day's, could help the customers and myself, so the customers could add one more type of snack in their list on Gawai Day's; so, I thought it could give me some more income. My objectives were, to ensure that my product meet customer's taste and their expectations. I am hope, I could continue this business in celebration of Christmas Day's this year that almost come and also in future. Besides, I choose this business as one way to meet new people and also develop myself. Through this career involvement, I learnt something new and that is how to develop my self-image, improving my confidence and obtaining new skills. I can also be able to widen my knowledge on how to make some food and marketing strategies. Although the Covid-19 pandemic situation still happening, but it does not lessen my spirit to learn, to make and runs the business. Thus, I decided to continue being in this business as it brought me so much benefits and profit that I could get, like any other small businessman.

1.0 PROJECT DESCRIPTION

For this project I have decided to make Sweet and Spicy Crispy Nori Rolls and store it in container, and then sell it, to make sure the customers are feels easier and convenience for them. This business was been assisted by my mother as the Chef to frying it and me as the person that made and rolls it. Due to the high demand in this snack making business and a little interest in cooking, it made me ventured into this field of business. So, for this business, I only focusing into just one kinds of product the Nori Rolls. The snack that I sold guaranteed taste good and everybody love a snack food. Since my business used more energy, so sometimes I do it almost at late night but the price of my product still be affordable, and my target customers is the people of non-Muslim, because the raw materials I used is non-Halal, so due to that I had to sold it to non-Muslim only.

I first started my business with make a tester so the customers could taste it before they could order it from me. Based on what I have observe, my product has high demand after they already testing it and also when they heard it from others. My product genuinely to make my customers feels satisfied. For example, more and more customers ordering my Sweet and Spicy Crispy Nori Rolls when they knowing the taste and heard it from others; and after I promote it. For my product, it commonly being bought to eat it every day as snack, but I take this opportunity to sold it before the celebration of Gawai Dayak Day's; thus, it could make the young people more interested and happier. However, my business needs a time to make it so the customers need make an order early and wait at least one or half day, before I could deliver it to them. The reason why I choose to make the Nori Rolls is because, it easier to make and the raw materials is cheap and the container could be use again even it made by plastic. The containers could be used to put other things, likes pencil,

as a piggy bank and more. Therefore, these products will be great for customers that likes snack, no matter the age, "Who doesn't like snacks, right?"

My business is well worth as my Sweet and Spicy Crispy Nori Rolls interested by many customers; thus, I let my customer to testing the taste and knowing the ingredients that they will sure love it. The foundation of the establishment is to explore existing business opportunities and potential it to expand in the future. Thus, for this project I choosing to make and sold the Nori Rolls, which provided advance knowledge, skills, experience and better career opportunity. Anyhow, the good tastiness of snack ensures my business to expand and let me to knowing more people. The business could call as profitable with friendly services. My business is not only been selling at my village but also been order by my classmate and other friends. From here, I am confident with my business and it make me become braver to expand it more and make it constantly if I can afford it in future.

For delivery, my selves sell send it to the customers after the product was done; I will used cash on delivery (COD) and thus my customers said that my services are very comfortable. My work involves me through offline and online methods depending on the customer's needs.

Next, for the price of the product, one container is just in RM 10 for 220-250 grams per container and also depends to customers if the customers want order more.

| Product | Gram | Price (RM) |
|--------------------------------------|-----------------------|------------|
| Sweet and Spicy Crispy Nori Rolls | 220-250 per container | RM 10 |

| No. | Item (Raw Materials) | Total Item Per Pieces (RM) | Price (RM) |
|-----|----------------------|-------------------------------|------------|
|-----|----------------------|-------------------------------|------------|

| | | | |
|--------------|----------------------------------|--------------|------------------|
| 1 | Pertama Spring Roll Skin | 10 x RM 5.40 | RM 54 |
| 2 | KKK Cheese Powder (Hot spicy) | 5 x RM 4.50 | RM 22.50 |
| 3 | EESYN Icing Sugar | 2 x RM 2.69 | RM 5.38 |
| 4 | Salt 1kg- Iodised Fine Premium | 1 x RM 3.65 | RM 3.65 |
| 5 | HON LEE White Pepper Powder | 1 x RM 4.90 | RM 4.90 |
| 6 | Seaweed | 20 x RM 6.90 | RM 138 |
| 7 | Cooking Oil (1box) | 10 x RM 3.00 | RM 30 |
| 8 | Container | 40 x RM 1.20 | RM 48 |
| 9 | Egg (2 carton) | 2 x RM 12.50 | RM 25 |
| 10 | Adhesive tape | 1 x RM 1.20 | RM 1.20 |
| 11 | Oil Paper | 3 x RM 0.89 | RM 2.67 |
| 12 | Salary and Fuel | RM 150 | RM 150 |
| TOTAL | - | - | RM 485.30 |

Make and running's in making food business is not easy. There a lot of times and energy needed to make sure the process of business run smoothly. Since many of this business were open out there, I had to use good marketing strategies to attract customers. Firstly, determine my target customer base. People come from different age of groups, places and demand. My customers are mostly come from students which it is my classmates and villagers, which them all was non-Muslim. They are someone who are interested to trying my product, whether it's good or not. Our target market should be clear, to make me running the business smoothly.

As the Government has declared that people could going outside again and could doing everyday routine like before, and also going back to studies, but still base on Standard of Procedure (SOP), that is why I could to promote and operate my business from word of mouth and via online platform such as WhatsApp to make order process and interact with my customers easier. I also do share every review from my customer as well as sharing my progress on how I produce the product. By doing this, I could gain trust from the customers that my business is the best that comes with affordable price.

2.0 PROJECT OUTCOME

From one week of my experience into this business, I managed to obtain RM 585.00 of total sales. Since all business began to start as normal after new Standard of Procedure (SOP) been introduced, due to that many customers buying my product before the celebration of Gawai Dayak Day's. So, there was a high demand of my product to add more on their festive food and snack list. After I have deducted the cost of goods sold and expenses that I incurred during the activity, I got net profit as much as RM 99.70.

REVENUE – COST = PROFIT

RM 585.00 – RM 485.30 = RM 99.70

| Simple Cashflow Record | | | | | |
|------------------------|-----------------------|------------------------|-------------------|-----------------|------------------|
| Day | No. of units prepared | Revenue (RM) | No. of units sold | Total Cost (RM) | Net Profits (RM) |
| Day 1-3 | 11 containers | RM 10 x 11 = RM 110 | 11 | - | - |

| | | | | | |
|--------------|---|----------------------------------|---|------------------|-----------------|
| Day 4-5 | 10 containers + 100 grams = RM 5 | RM 10 x 10 = RM 100 + RM 5 | 10 Container + 100 grams = $\frac{1}{2}$ | - | - |
| Day 6 | 7 containers | RM 10 x 7 = RM 70 | 7 | - | - |
| Day 7 | 9 containers | RM 10 x 9 = RM 90 | 9 | - | - |
| | Salary and Fuel | | | RM 150 | |
| TOTAL | | RM 585 | | RM 485.30 | RM 99.70 |

There many challenges I have face while running this business. During this pandemic that still happening, it was little bit difficult for me to go near with the customers and also due to my injuries from thighs to toes on both sides of my legs. However, I'm thankful that the business running's well. As I have mentioned before, due to the celebration of Gawai Dayak Day's almost near, the demand of my products is increasing.

In addition, like I have mentioned before, my product needs a long time to be done, thus I once late one day to deliver my customer order. I know it was my own mistakes, then I asked the customer back whether she want it immediately, but relieved the customers is not in rushing and said it was okay, so I explained to her why I late, as you know it needs an enough energy and times to do it, so that's why I late deliver it, because I feel tired, gratefully my customer did understand with my situation and did not get mad. Not only that, to make the Nori Rolls you need a technique to make sure it achieves the right standards and I'm a someone who with just have basic knowledge in cooking. When I was

first started to make it, I had difficulty to maintain the shape, thus it sometimes too big then to small cause it to be too dense. So, I first learn it from my mother, who the Chef of the house how to do it because my mother is an expert and knowledge person about cooking. After practicing and keep practicing, I managed to learn how to do it, but still needed to hone my skills to get the job done quickly and always in good quality.

Lastly, the narrowness of space and time. My business was done at home, I do not own any store, so it was hard for me because needed other time to do other things like helping my mother prepared for celebration of Gawai Dayak Day's. Furthermore, I'm a full-time university student, I have difficulty allocating time to study and make customers order and buying the raw materials. Sometimes classes are pack, so I need some break in evenings to getting up some energy, before made it at night. Thus, I almost doomed when my order late one day and relief it was not.

3.0 EXPERIENTIAL LEARNING

After conducting this project, I can determine all the dos and don'ts of running my business. Not only that, I was able to discovered new experience, skills and knowledge. This is my first business I have ever had. Previously, I was afraid to do it while being a full-time university student. There are a lot of things I need to pay attention to especially in terms of managing my time. However, my expectation was beyond than that. From here, I learned how to manage my time well. Successful people are people who are good at dividing time between studying and doing side jobs.

In addition, I learned how to make the Nori Rolls from my mother. At first, I had a hard time to maintain it and to cut it into small pieces or in shape of cone, but now I could do it myself like a professional. Aside from that, I have mastered how to rolling the rolls with






the right standards. Since in high schools, I always wanted to become a Chef or cooking or make anything with my hand alone, and now it become reality and I managed to earn income from it.

Besides that, I get improving my skills. As a successful entrepreneur, we must have a good network with everybody, which I managed to overcome myself to be confident, because in business world we need to be brave to stand out to promote our identity and personality, thus now I felt myself become less shy and not like before.

Other than that, I think I should increase my creativity in marketing strategies. I should learn how to promote my business more on other social media such as on Instagram and Facebook because many people no matter the age were using this social media, thus I need to learn how to write a short information but detailly to make sure it could customers attention and the customers could easy understand the information, who knows my product could be more popular next time?

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

4.0 BUSINESS MODEL CANVAS

| | | | | |
|--|---|--|---|---|
| <p>(Key Partners)</p> <div style="text-align: center;">  <p>EASTERN MALL SIBU</p>  <p>BS <i>The place to shop</i></p>  <p>BS Supermart Sdn Bhd</p>   <p>UNACO SUPERMARKET</p> </div> | <p>(Key Activities)</p> <ul style="list-style-type: none"> ✓ Given the opportunity to try the taste (Taster) ✓ Offer for Gawai Dayak Day ✓ Order, Ready and Delivered ✓ Cash on delivery (COD) | <p>(Value Propositions)</p> <ul style="list-style-type: none"> ✓ Curious with the taste ✓ Cheap and affordable (RM10) ✓ Freshly cooked <p style="color: red; font-style: italic; font-size: 1.2em;">what is the product?</p> | <p>(Customer Relationships)</p> <ul style="list-style-type: none"> ✓ Friends ✓ Classmates ✓ Residents of the same village (villagers) | <p>(Customer Segments)</p> <ul style="list-style-type: none"> ✓ Teenagers or youngsters ✓ People who celebrate Gawai Dayak Day |
| <p>(Key Resources)</p> <ul style="list-style-type: none"> ✓ Cash on delivery (COD) ✓ The seller is customer friendly ✓ Popular among young people | <p>(Channels)</p> <ul style="list-style-type: none"> ✓ WhatsApp ✓ Word of mouth ✓ Shipped directly to the customers | | | |

| (Cost Structure) | (Revenue Streams) |
|---|------------------------------------|
| Pertama Spring Roll Skin - 10 x RM 5.40 = RM 54 | ✓ Cash on delivery |
| KKK Cheese Powder (Hot spicy) - 5 x RM 4.50 = | ✓ Revenue – Cost = Net Profit |
| RM 22.50 | = RM 585.00 – RM 485.30 = RM 99.70 |
| EESYN Icing Sugar - 2 x RM 2.69 = RM 5.38 | |
| Salt 1kg- Iodised Fine Premium - 1 x RM 3.65 = | |
| RM 3.65 | |
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| Egg (2 carton) - 2 x RM 12.50 = RM 25 | |
| Adhesive tape - 1 x RM 1.20 = RM 1.20 | |
| Oil Paper - 3 x RM 0.89 = RM 2.67 | |
| Salary and Fuel - RM 150 = RM 150 | |
| TOTAL = RM 485.30 | |

5.0 CONCLUSION

In conclusion, this project or business that I run was a great experience in my life, which I meet new people and of course to getting new experience in making something, which I'm not an expert at making it. Thus, I hope customers that buying my product, enjoying the taste and delicacy of my Sweet and Spicy Crispy Nori Rolls, and grateful to them to willing to buy my product that mediocre. And also, gratefully to my parents and sibling that support me to making the product doesn't matter day or night, especially to my mother who also helped to prepare it. So, I hope on Christmas Day later I could do it again together with my mother and maybe continue it on next year if I can afford to do it to earn some income.

#TERIMAKASIH



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APPENDICES

