



اوتنورسيتي تكنولوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**(ENT300)**

**INDIVIDUAL ASSIGNMENT- BUSINESS ACTIVITY:**

**SHAKLEE\_VITAMIN C SUPPLEMENT**



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*3/16*  
*[Signature]*

## **ACKNOWLEDGEMENT**

First and foremost, I would like to praise and thank the Almighty God for giving me the strength and because of His blessing, I finally managed to accomplish this Business Opportunity Project. Without His blessing, I would not have gone this far. This business opportunity cannot complete without effort and co-operation from myself.

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Last but not least, I would like to express my thankfulness to my family and friend for their endless support for me throughout this project and their willingness to spend sometimes with me to stay up at night to finish this business opportunity project.

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## EXECUTIVE SUMMARY

I was given a task of running a business as a part of my assignment project. The purpose of this project or this business opportunity is to experience what and how it is like to be an entrepreneur. As a result, I decided to be an agent of supplement which is SHAKLEE Vitamin C. I come across an opportunity to be an agent of SHAKLEE with registration fees of RM5 only. Then, the modal to start this business is RM367.20. For business start-ups with this modal, I was bought 10 bottles of supplements Shaklee Vitamin C. Next is, I was promoting the supplement SHAKLEE Vitamin C via Instagram and WhatsApp status to find my customers. The duration of the project lasted for one month only. The project needs to be submitted on week 10 which is on 17 Jun 2022. So, I keep promote this supplement SHAKLEE to attract customers towards health so that they are healthier and more beautiful. I learnt something new and that is how to develop my self-image, improve my confidence and obtain new skills. Last but not least, during this period of business, I really grateful to meet good and friendly leaders of Shaklee and also helped me a lot in terms of how to serve customers and promote goods.

## **1.0 PROJECT DESCRIPTION**

### **1.1 State the Product / Service.**

For this project, I decided to sell supplement which is Shaklee Vitamin C. I sell this Vitamin C supplements because I believe everyone needs it for internal and external health. During this Covid-19 season, taking vitamin C supplements can make antibodies stronger and less prone to illness. I also take this Shaklee Vitamin C supplement to strengthen and maintain my level of health. It is good, and a lot of changes have happened to me. For example, helps reduce my acne and also strengthens my antibodies. It has many beneficial effects for health. This supplement is not to cure a disease, but it is a supplement that complements the nutrients needed by the body.

### **1.2 Justification of Product/ Service Choice.**

I have signed up to be a Shaklee agent. I was able to buy 10 bottles of Shaklee vitamin C supplement using my savings from other side jobs and a loan from my parents as well. With only a capital of RM367.20, I bought 10 bottles Shaklee Vitamin C supplements from my stockists. In addition, this Vitamin C supplement is the hot selling.

### **1.3 Target Market.**

To target this Shaklee supplement market, I choose between my family members and friends as well as followers on Instagram. Secondly, pregnant woman, who has skin problems such as acne/wrinkles, sunburn and someone who is easily to get sick, also I was targeted as my target market. This is because I want to help them to stay healthy, have sufficient antibodies, and have enough nutrients in their bodies. And to those with skin problems. I want to help them to reduce skin problems like acne, wrinkles, and sunburn. Since this is a health supplement, so I am targeting family members and friends as well as my clients who are at least 12 years old and above.

#### **1.4 Distribution Strategy.**

For a platform to sell supplements. I decided to use two platforms. The two platforms I choose were via Instagram and WhatsApp status. For Instagram, I will promote on my Instagram story and post in my account feed. In addition, I also chat personally to promote to my friends and family members that I think they needs to eat supplements as a vitamin.

For delivery, I use J&T as my primary shipper. This is because their service is very good. However, for those who live nearby, I will use the cash delivery service (COD) to distribute the product. So, my work involves me through offline and online dependent methods customers' needs.

#### **1.5 Promotion.**

Since the platform I will be using is WhatsApp status and Instagram story, I have designed a poster to make it easier for me to promote supplements on Instagram and WhatsApp. In the poster, I also list the functions and benefits of the supplement. Not only that, but I also ask for effective testimonials from my stockists to convince my customers. So, I put the testimonial once in a poster to promote. My focus promotional is on Instagram because Instagram can make a "reel" story. As the Instagram story only last for 24 hours, I still can put it on my story highlight. So, in my story highlight, my followers can view it anytime and make it easier for them to get to know more.

## 2.0 PROJECT OUTCOME.

### 2.1 Report on Business Transaction.

After two to four weeks of handling this business project, the outcome of the project is satisfactory and running smoothly. For one month, I succeeded to sell all 10 bottles of Shaklee supplements and gain profit from these sales. I do not believe that I can handle this business because selling 10 bottles of supplements in one month is quite difficult and requires a long period of time. This is the price for Shaklee vitamin C supplement. As below:

Shaklee Supplement	Original Price	After 20% discount <b>(FOR AGENT ONLY)</b> *Price that I bought.
Vitamin C (180 tablets)	RM 45.90 (each)	RM 36.72 (each)

That is the original price for Shaklee Vitamin C supplement. But for me as an agent, I got a discount **20%** from the original price of the supplement. That why my purchase as my modal is RM367.20. Then, I resell the supplements to customers at the original price.

## 2.2 Weekly Business Transaction Summary.

Simple Cashflow Record					
Date	No Of units Taken/ Prepared	Revenue daily (Selling price x unit sold)	No. Of units Sold	Cost Incurred	Profit
Week 1	2	RM 45.90 x 2 =RM 91.80	2	RM 36.72 x 2 =RM 73.44	RM91.80- RM73.44 =RM 18.36
Week 2	3	RM 45.90 x 3 = RM 137.70	3	RM 36.72 X 3 =RM 110.16	RM137.70- RM110.16 =RM 27.54
Week 3	3	RM 45.90 x 3 = RM 137.70	3	RM 36.72 X 3 =RM 110.16	RM137.70- RM110.16 =RM 27.54
Week 4	2	RM 45.90 x 2 =RM 91.80	2	RM 36.72 x 2 =RM 73.44	RM91.80- RM 73.44 =RM 18.36
<b>Total</b>	<b>10</b>	<b>RM 459.00</b>	<b>10</b>	<b>RM 367.20</b>	<b>RM 91.80</b>



### 3.0 BUSINESS MODEL CANVAS.

<p><b>KEY PARTNERS</b></p> <p><u>Key suppliers</u> -From stockist Shaklee Vitamin C.</p> <p><u>Key partners:</u> -Courier services which is J&amp;T.</p>	<p><b>KEY ACTIVITIES</b></p> <p>- Packing and product delivery.</p> <p>- Advertising via Instagram.</p>	<p><b>VALUE PROPOSITIONS</b></p> <p><u>Problem:</u> -People nowadays not sensitive about their health. -Lazy to eat fruits and vegetables that are rich in vitamin C.</p> <p><u>The product's offers:</u> - Shaklee vitamin C contains 500mg of vitamin C. - Strengthen the body's immune. -Reduce sinus problems, help reduce acne and sunburn.</p>	<p><b>CUSTOMER RELATIONSHIPS</b></p> <p>-Self service.</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>-Students/college students.</p> <p>- Pregnant women.</p> <p>- Who has skin problems:(acne/wrinkles and sunburn)</p> <p>- Someone who is easily to get sick.</p>
<p><b>COST STRUCTURE</b></p> <p>- Delivery cost.</p> <p><i>product cost</i></p>		<p><b>REVENUE STREAMS</b></p> <p>-Postage charges.</p> <p>-Cash on delivery (COD)</p> <p>-Product sales.</p> <p><i>Sales</i></p>		

## 4.0 EXPERIENTIAL LEARNING

After completing this project, I be able to assess what can and cannot be done in order to manage my business. Not only that, but I was able to gain new skills, knowledge, and experiences. This is my first business. Because I was a full-time university student, I was hesitant to pursue business.


There are many things to which I must pay attention, particularly in terms of time management. Nonetheless, my expectations were exceeded. From here, I learnt how to ~~effectively manage my~~ time. I feel proud of myself because I can handle this project successfully even though this is my first time of tried something I never done before. Honestly, I love doing this business opportunity because I learned to do ~~something new~~ in my life. The most I like when I do this business opportunity project is, when I saw my customer especially my friend and my family became healthier and have an effort to keep themselves healthy. If they do not take this supplement, it is like they do not love their own health. Eating supplements is not mandatory but our body needs extra vitamins and nutrients to stay health. So, it is recommended to take this Shaklee Vitamin C supplement.

There is nothing I dislike when I do this business opportunity because I enjoyed it so much. Based on my experience during this four week of handling this project, I believe it is not difficult to sell my products to my customers because my customers are my family members and friend and there is no stranger. One more thing that make me proud and happy is I can make my own profit by selling this supplement even just for four weeks.

### 4.1 Challenges Faced Throughout the Business.

There were not many challenges I faced during the four weeks of running my business which is Shaklee Vitamin C supplements. I managed to organize my schedule throughout the course of this project. The first challenge I faced throughout my business activities was when my Shaklee stockist had sent supplements to me late due to lack of stock. The next challenge I faced is when I do not receive any order on the first until third day I promote the supplement, I think my business will not successful and it made me sad but the next day I keep on promoting my product and finally got two orders on the fourth day of the promoting.

## 5.0 MyENT REGISTRATION - MyENT CERTIFICATE

	<b>UNIVERSITI TEKNOLOGI MARA</b>	<b>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)</b>
<b>MASMED YOUNG ENTREPRENEUR (MyENT)</b>		
<b>SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM</b>		
No. Pelajar	:	2020956787
Nama	:	TRYPHOSA FAITH ANAK TUENG
Program Pengajian	:	DIPLOMA PENTADBIRAN AWAM
Fakulti	:	Faculty of Administrative Science & Policy Studies
Kampus	:	Sarawak
<b>MAKLUMAT PERNIAGAAN</b>		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Ubat
Tempoh Bermiaga	:	4 Minggu
No. Pendaftaran Perniagaan	:	:
URL Perniagaan	:	:
Alamat Premis Perniagaan	:	Kampung Rituh Labuan, Lorong 2, No 2, Batu 26, Jalan Kuching/Seremban
Tankh Mendaftar	:	08 Jun 2022
Tarikh Kemaskini	:	:
Tarikh Cetak	:	08 Jun 2022
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil 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 sijil ini tanpa sebarang notis. Penggunaan sijil 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>		
<b>SALINAN PENDAFTARAN INI DIPERAKUI OLEH</b>		
<b>PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM</b>		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

## 6.0 CONCLUSION.

So, my recommendation is for those who are just starting a business, in my opinion try to reduce risk. I started by selling other people's products. Also, start with small capital and reduce risk. I kind of had no latent talent, so I started as an agent. Then, through agents I was learned how to market products on social media. Since I am a full -time student, being an agent initially was the right choice as I had to keep stock and also post stuff. So, I was able to learn all those things with my own efforts and also support from family and friends. Although the profit is not much but I feel happy and satisfied when there are buyers who buy this Shaklee vitamin C supplement. Customer trust is important in convincing customers that the product or service offered really exists and is not a scam.

The term in business is marketing. The language is easy to call advertising. But advertising does not force people to buy the product. Use a little soft selling technique. Diligent promotion on all social media I have such as Instagram and WhatsApp status. Not only that, but I also gain a lot of knowledge in terms of how to take the hearts of customers, good at dealing and self-confident. Consistency is a key to being successful.

APPENDICES

**MENGHILANGKAN  
JERAWAT  
MENCERAHKAN  
KULIT  
TONA KULIT  
LEBIH SEKATA  
PUDARKAN PARUT**

Shaklee  
Sustained Release  
Vita-C Plus™  
Vitamin C Citrus  
Bioflavonoids & Hesperidin

Naturally Sourced  
Bioflavonoids  
HEALTH SUPPLEMENT | 100 TABLETS

J. W. H. R.  
LEG. CY  
@iawharleecv

**10 Manfaat  
Vita-C Plus**

- Mengurangkan risiko diserang selesema, batuk dan demam
- Membantu meningkatkan imun
- Membantu menguatkan gusi
- Membantu mengurangkan jerawat dan sunburn
- Membantu mengurangkan kedutan
- Membantu menyembuhkan luka
- Membantu mengurangkan rasa mual sewaktu hamil
- Mengurangkan masalah resdung
- Menurunkan kadar asid urik dan mengurangkan serangan Gout
- Membantu menguatkan tulang dan gigi

NEW PACKAGING

Shaklee  
Sustained Release  
Vita-C Plus™  
Vitamin C Citrus  
Bioflavonoids & Hesperidin

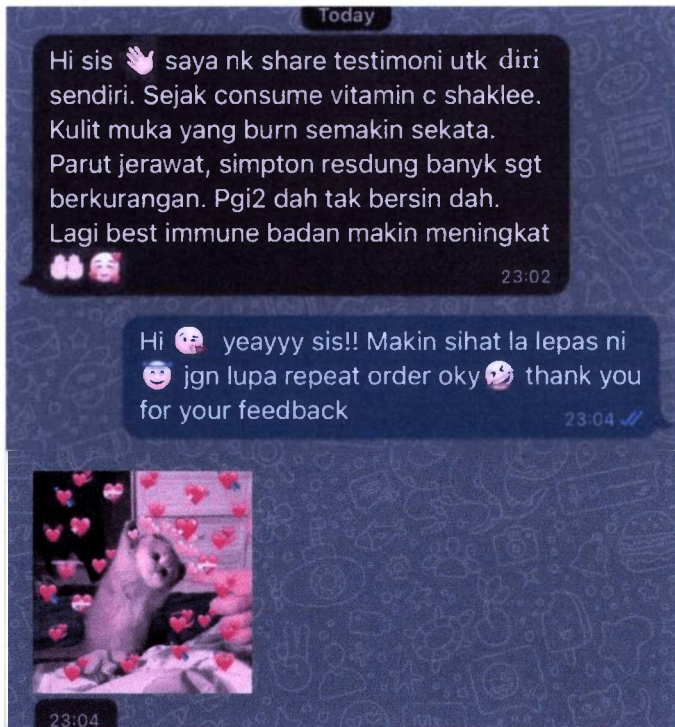
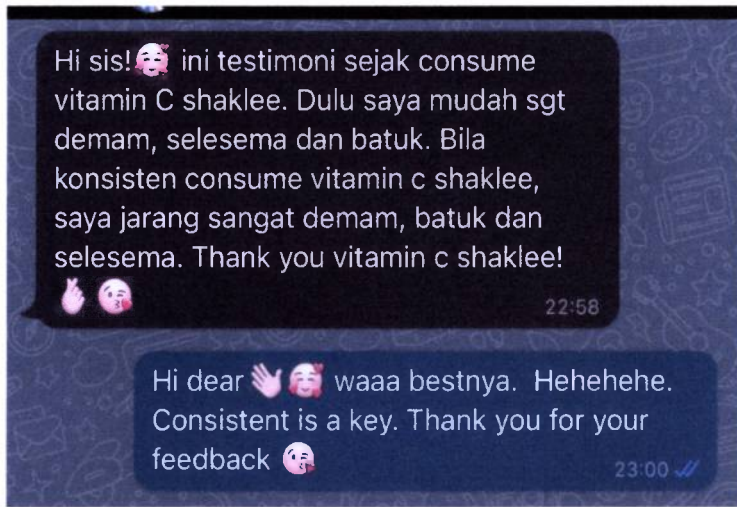
Naturally Sourced  
Bioflavonoids  
HEALTH SUPPLEMENT | 100 TABLETS

**TANDA-TANDA BADAN  
KEKURANGAN VITAMIN C**

- Kulit mudah berjerawat
- Mudah mendapat Ulser
- Kulit kusam dan tidak bermaya
- Mudah Stress
- Tapak kaki keras dan kering
- Mudah demam dan selesema
- Muka nampak tua dari biasa
- Kulit mudah berjerawat

DAE

**My product marketing strategy.**



**Customer's feedback**