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TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES (FSPPP)

DIPLOMA IN PUBLIC ADMINISTRATION

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

INDIVIDUAL ASSIGNMENT:

BUSINESS OPPORTUNITY OF MOCHIDOKI

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1.0 EXECUTIVE SUMMARY

A condition that allows an entrepreneur to offer marketable items and services to prospective consumers or end-users is referred to as an opportunity. An opportunity develops when there is a need and a desire to satisfy it. The terms "needs" and "wants" allude to the consumer's necessities, whilst "wants" refers to a personal desire for anything other than a basic necessity. The pandemic covid-19, as we all know, has an effect on us. For example, because to the pandemic, there are few eateries open, making it difficult for people to eat outside to satisfy their cravings. As a result, I believe that starting a food business will be more beneficial to me.

Mochidoki, also known as a Mochi, is the product I chose for my business. According to my research, there aren't many people selling Mochi in my neighbourhood. Because mochi has become one of the most popular delicacies in recent years, I believe this is an excellent opportunity to launch my firm. As a result, I decided to offer delivery services to all of my customers. One of the reasons I started this business was to assist my parents, who are constantly spending a lot of money on me in order to support my life as a university student. As a student, I spend a lot of money on things like house rent, stationery, college fees, books, and so on. As a result, by operating this business, I can help to alleviate the financial strain that my family bears. Aside from that, another reason I started this business is that I want to learn new things, and with this business, I can learn new things about business management. As a result, I am hoping that my business will match my expectations and that I will be able to continue it in the future.

For the first time, I tasted Mochi prepared by my mum. I was taken aback by the unexpected, exquisite flavour that emerged from my mouth with the first bite. It was flavorful, with a savoury interior and a sweet and chewy outside. Therefore, the product that I choose for my business is Mochidoki due to the unexpected, delicious taste and I want to people feel excited when they taste the Mochi like my first bite reaction.

2.0 PROJECT DESCRIPTION – BEFORE THE ACTIVITY

In this endemic situation, people are facing difficulties in every aspect, especially financial. Moreover, physical business was affected due to Covid-19 in Malaysia and

around the world because people are facing difficulties going out and there are not allowed to being at outside for too long due to Covid-19 infection. Thus, I preferred to do my business online to decrease the movement among people. In addition, it will be easier for me to blast and promote my product by using online platforms. I want to sell Mochidoki since they are no one has sold it in my area, so it will be a different product in this area and that is my strategy to sell a different product for more attention-getter from people.

My product name is Mochidoki. The uniqueness of my Mochidoki is known as a 'rice cake', mochi is a super-chewy taste like rice but has a sticky, stretchy, and soft. It is made from an ingredient known as mochigome which is short-grain glutinous rice. Texture-wise it is difficult to explain if you have not yet tried it, but essentially it is a gooey combination of rice and dough. However, mochi is very versatile with endless flavour possibilities and is used in a number of different Japanese dishes. Different regions of Japan have different mochi specialities. I will sell my product by using a box to look more organized and neater. I will sell the Mochidoki for RM10.00 per box with 6 pieces in every box.

Nowadays, social media is a part of our life for communication, entertainment, and promoting businesses. Hence, I will use my social media as well in order to introduce my product to people surrounding. I will use Facebook as the main platform for me to promote my Mochidoki because Facebook was open in public and my friend list is also many from the same town so it will be a good chance for me to attract their attention to my product. Moreover, I will use WhatsApp to promote my product because my contact number has many friends and family members. it will make me easier to persuade them to try and purchase my product. Furthermore, I can ask them to help me by promoting my product to make other people know.

As I am concerned about the safety aspect of my customers and myself, I will provide a cash-on-delivery (COD) so that my customer waits at home safely but I will let the customers if they want to pick up also can. Besides, I will follow strictly the SOP by wearing a mask, sanitizing my hand, and gloves, and keeping my distance of one meter from my customers. Thus, I will deliver my customer's food with caution so that they do not have to worry about their safety.

I will do this business for four days starting from 20th May 2022 until 26th May 2022. Since the process of rolling the Mochi was take time, I will open the order a day or two days before the delivery time. On the other hand, this product has many steps such as the production of mochi is something which has been passed down through the centuries.

The technique usually consists of pounding the special short-grain rice (either manually or by machine), until it becomes like a gelatinous ball. Therefore, I will limit it to 20 boxes only once I open the order because of not enough time and many processes that will need to be done.

"A satisfied customer is the best business plan of all," Michael LeBoeuf once said. My main goal is to ensure that my customers have a wonderful reaction and are delighted with their purchase of my product. Furthermore, I want customers to feel valuable in their purchase because it increases the likelihood of them ordering my goods again. I want both sides to benefit because I know how dissatisfied foodies can be when they eat terrible food. Furthermore, if I produce the goods with high quality and sincerity, there is a strong likelihood that clients will place repeat purchases.

I hope I can sell as much of Mochidoki as possible to achieve my goal of profit and makes my customers satisfied. As a result, I am able to receive positive feedback from my customers, which makes me enjoy doing business.

3.0 PROJECT DESCRIPTION – AFTER THE ACTIVITY

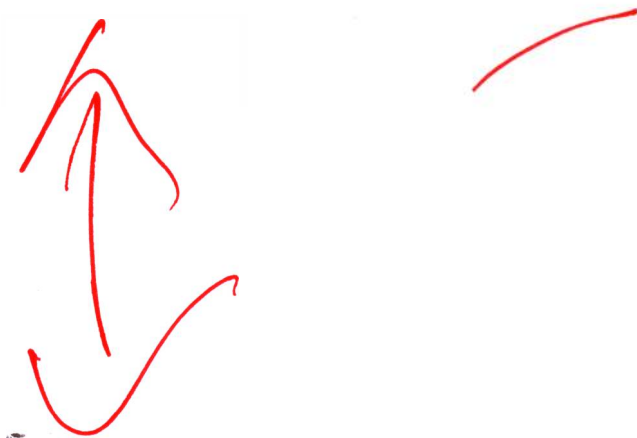
a) Price of Mochidoki

1 box = RM10.00 (excluded charge of delivery if any)

1 box = 6 pieces

b) Total order Mochidoki for 7 days

Day	Total order	Total price
1	17	RM170.00
2	18	RM180.00
3	18	RM180.00
4	19	RM190.00
5	20	RM200.00
6	20	RM200.00
7	20	RM200.00
TOTAL	132	RM1,320.00



c) Charge of delivery

Places	Charge price	Total order that needs to be delivered for seven days	Total charge
Kpg Bestari	RM 2.00	5	RM 10.00

Kpg Jemukan Ulu	RM 3.00	2	RM 6.00
Kpg Tambirat	RM 2.00	15	RM 30.00
Kpg Sambir	RM 3.00	7	RM 21.00
Kpg Rangawan	RM 3.00	8	RM 24.00
Kpg Semera	RM 2.00	4	RM 8.00
Kpg Moyan	RM 2.00	10	RM 20.00
TOTAL		51	RM 119.00

Profit = Total order + Total charge of delivery

= RM 1,320.00 + RM119.00

= **RM 1,439.00**

After having run the business for seven days I could gain a profit of RM 1,439.00 with 132 orders. I feel unbelievable that I can achieve the target market for a day with 20 boxes.

On the first day, I feel excited to manage the operation process and delivery time due to my good emotions and I want to make it sincerely from my heart. On the other hand, it is hard to maintain my mood but I need to control my emotions, especially my stress on time management. Sometimes I need to skip my lunch because I do not have enough time to do the order.

I got the 20 orders for day 5, day 6, and day 7 because my customer who is my primary school friend has promoted my product by giving positive feedback tag me on Facebook. Apart from that, other people from her friend list on Facebook follow me and want to try my product. This was an unexpected situation that I could not imagine can occur.

Lastly, I felt satisfied with what I have done thru this business even though it takes a few days only. For me, it has a positive effect on my thinking and motivates me to try to do business in the future if I change my mind.



4.0 MY BUSINESS MODAL CANVAS

The Business Model Canvas

<p><i>Key Partners</i></p> <ul style="list-style-type: none"> • SUPPLIER 	<p><i>Key Activities</i></p> <ul style="list-style-type: none"> • PRODUCTIONS • SALES 	<p><i>Value Proposition</i></p> <ul style="list-style-type: none"> • AFFORDABLE • CONTEMPORARY DESIGN <p><i>what's the product</i></p>	<p><i>Customer Relationships</i></p> <ul style="list-style-type: none"> • SELF SERVICES 	<p><i>Customer Segments</i></p> <ul style="list-style-type: none"> • YOUTH • STUDENT • TRADITIONAL PERFORMERS
<p><i>Key Resources</i></p> <ul style="list-style-type: none"> • SOCIAL MEDIA PLATFORM • STUDENT • FAMILY MEMBERS 			<p><i>Channels</i></p> <ul style="list-style-type: none"> • WHATSAPP • FACEBOOK • INSTAGRAM • VERBAL COMMUNICATION 	
<p><i>Cost Structure</i></p> <ul style="list-style-type: none"> • MATERIAL-FLOUR • DELIVERY COST 			<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> • PRODUCTION SALES • CASH ON DELIVERY 	

5.0 EXPERIENTIAL LEARNING – STUDENT’S EXPERIENCE

Through my business, I've learnt that beginning a business is not as easy as I thought, especially when the product is entirely created by me rather than being a dropship because it relies solely on marketing and advertising tactics. Furthermore, I appreciate my business because baking and cooking are one of my interests and forms of treatment. Furthermore, I can fill my spare time with activities that I enjoy while also making money.

My mother and brother also assist me in managing the manufacturing and delivery processes during this business operation. My mum assists me in preparing the ingredients. Furthermore, my brother will assist me in rolling the Mochidoki and with delivery time. As a result, instead of doing everything myself, I can share the load, and I am grateful that my family has supported my business.

Because of this business, I can also enhance my marketing and communication skills with the people around me, because a business requires effective communication to introduce and promote a product. Because I am timid and introverted, it appears to boost my confidence. Even if I only run this business for a few days, it will boost my self-esteem.

Furthermore, I could learn how to draw people's attention to marketing strategies, similar to how I look on Google for how to create attractive words before posting them on Facebook. However, I believe that the product itself, particularly the taste, must have a "wow factor." In this case, I see myself as a customer looking to purchase the Mochidoki, which will force me to improve the product. It's a crucial factor for me because I'm quite picky about quality. As a result, I need to make the product taste as good as it looks.

Because I am a student with no money, I am unable to start a business. However, I have saved money for my Mochidoki capital. On the other side, I told my mother that I needed to start a business because of this assignment, and she offered to help me by providing additional funds for the first sale. I will pay her capital once I have made a profit. In this scenario, my family also supports what I do, despite the fact that I had no idea how to start this business. As a result, having the support of others, particularly my family, was invaluable in bolstering my motivation to launch the business.

Furthermore, I'm grateful that my neighbours, particularly my neighbour, purchased and supported me by tagging me on Facebook and providing nice feedback. The best feeling is when other people message me asking to buy Mochidoki and asking me to tag

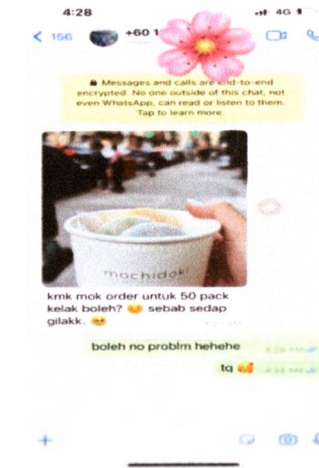
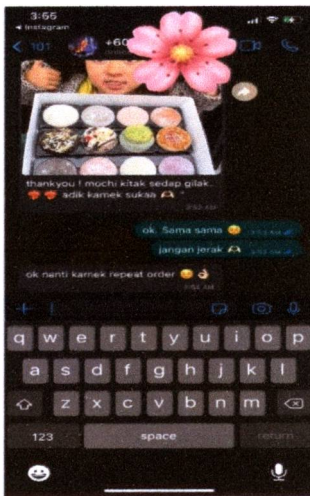
them on Facebook if I open order for another batch. That was the most wonderful sensation and experience I've ever had in this career. It was surprising feedback that I could not have predicted before starting the business because I assumed that customers would not buy my product very often. Be humble and do not set unrealistic expectations since the best things will happen at the right time and in the right location.

Last but not least, I believe this event will be remembered fondly because I am not really interested in business. At first, I did not want to pursue this business because I was lazy and thought it required too much effort, but I did it successfully. Furthermore, as a result of this initiative, I am gaining new skills and capacities, and I am confident that this information and experience will be useful to me in the future, particularly when I obtain a job. Through this business, I also learnt how to properly manage my time, which has helped me not give up quickly by running this business effectively. Therefore, we should grab the opportunity as much as possible so that we can gain a new experience in our life whether it can be a continuous or be a permanent memory.

6.0 MyENT REGISTRATION

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Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	SATU MINGGU
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	18 May 2022
Tarikh Kemaskini	:	22 Jun 2022
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7.0 APPENDICES – EVIDENCE OF BUSINESS ACTIVITY



8.0 OVERALL REPORT

In a nutshell, this assignment is very good for students who want to take an opportunity and challenge themselves. Additionally, students will be able to learn new things and gain the experience as much as can. Typically, online businesses due to Covid-19 were very popular and that is one of the alternatives for people in order to make money or help their family members to have an extra income. Moreover, students can do something beneficial for them at the same time can sharpen their skills for the future or daily life such as cooking skills, communication skills, and marketing strategies. Therefore, business is not only to gain the profits but also give the benefits in many aspects for our knowledgeable

