



اَوْتِيْمُو تِيْكْنُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UiTM CAWANGAN SARAWAK KAMPUS SAMARAHAN 2

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

ENT300 – FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS OPPORTUNITIES



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1.0 ACKNOWLEDGEMENT

I would like to thank Dr Siti Mardinah for giving me knowledge and teaching me to understand business knowledge and be involved in the business world for example in this ENT300 subject. I am very grateful to my mother because she was the one who helped and supported me the most. My mother also did not give up in helping and giving encouragement to continue the gift box sales business that I run despite facing many problems due to lack of experience in the business world. Besides, not to forget also I would like to thank the friends who support, buy and help in promoting my products. Even so, friends are also very helpful in contributing ideas when I do not know and confused in the process of decorating a gift box that is simple but able to attract people to buy it.

2.0 EXECUTIVE SUMMARY


In this era, we cannot denied that people struggling do earn more pocket money. Either it's the elder or even the youngster, everyone started to do their own small business. Hence, business is one of the fun thing to do despite gaining some money for nowadays economy. As for the youngster or fresh graduate, in this era is a bit difficult to get a proper job. A business is the easiest way to gain their own pocket money for continue their living.

As for this project, I have proposed a business of gift box which I called Random Candy Surprise Gifts Box. The main reason I chose this business was that I could spend time with my mom by decorating the gifts according to creativity. In addition, I was also able to strengthen the relationship between mother and child. Besides, I also like to see the happy reaction of someone who is happy when receiving a gift from a loved one. Despite that, the type of products I produce is now no stranger in the market or in social media as many sellers first started the business of selling these gift boxes. With the availability of smartphones, people can order gift boxes from me.

This candy gift boxes business can help reduce the burden as they do not have to bother themselves to go out shopping and find gifts. I came with these idea because I used to saw many sellers are always share and upload pictures and also promote various types of interesting candy gift boxes on social media such as Facebook. Back then, I saw there was a lot of response from the public and a lot of people were interested in buying the gift box and I try to inspire them as enthusiasts the sales business that I will be running soon. My mother and I started the business with the process of arranging and decorating boxes which we have learned from Youtube.

Moreover, it is hard for me to find a part-time job but I have to earn some pocket money to ensure I'm not too depending to my family. Started from that moment, I excite to continue this small business. As for my product, its very budget-friendly and very easy to carry everywhere. This business is operate from home and doesn't need many worker. It only handle by me and my mother itself.

3.0 MyENT REGISTRATION

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
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MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Bermiaga	:	1 bulan
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://t.me/LILI_SDT
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	16 Jun 2022
Tarikh Kemaskini	:	
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4.0 PROJECT DESCRIPTION

This business project is based on junk food product which is a random candy surprise gift box. As its not really using too much budget. The product that I produce is gift box arrangement where I put various types of sweets or chocolates and so on according to the wishes of the customer to be used as a gift. Although my business is only focused on sweets but customers can also add dolls, plastic flowers etc to suit each other's desires and tastes. However, an additional charge will be charged according to the amount of the addition in the gift box. I chose to open this business because I wanted to hone my talents in decorating creative gifts. Besides, I also chose to open this business because I wanted to hone my talents in decorating creative gifts that I once aspired to become a famous gift decorator.

I learnt to decorate from Youtube in a short time and my mom helped me to be better in decorating. I learned how to decorate, make a gift boxes from Youtube in a short time and my mom helped me to be better in decorating and making gift boxes creatively to attract buyers. Moreover, this product is bring benefits during my leisure time. For example, decorating distract me from being stress and relaxing for me.

I started the business on 2 March 2022 until 2 April 2022. My target market is students and working person live in Kota Samarahan . The main reason my target is students and working people is because they do not have a lot of time to prepare gifts for loves one. By simply ordering the gift box, it will make it easier for them to purchase gifts and there is no need to leave the house because I will post directly to the customer's residential address. I can also ask for help from students to promote and recommend my product to other students. With that I was able to further grow my gift box sales business . If customer orders more than 3 boxes , they will be given free gift such as cute stickers and a discount of RM2 for every purchase of 3 boxes and above.

Besides , as we already know u that students or even young people who work like to give surprise gifts to his friends. For example , giving surprise gifts to teacher's in conjunction with Teacher's Day, birthdays and so on. So they were able to order a gift from me. As the place I produce my product is in my own house, since I'm not produces to much product.

Products	Size/ Type	Price
Random candy surprise gift box	Small box	RM25
	Medium box	Rm45

5.0 PROJECT OUTCOME



As the first week of the project I brought the material to started the project. I brought packaging of various types of candy, gift box, cute stickers to be used as a free gift, a roll of ribbon and wish cards. After I managed to design the logos for online advertisement, I started to promoted my products through online platforms such as Telegram and Whatsapp. After 3 days promotion , my first product which is random candy surprise gifts box, has been sold. Then the next day , another customer purchase the gift box. The total profit I earned amounted to RM160. As for the target, I hope with this gift box sales business can help ease the burden of customers and be able to give satisfaction to every buyer.

CASH FLOW OF RANDOM CANDY SURPRISE GIFTS BOX MARCH-APRIL 2022

WEEK	PRODUCTS	NO. OF PRODUCTS SOLD (unit)	COST INCURRED	REVENUE (RM)	PROFITS (RM)
W1	Small gift box of random candy	4	RM 21 x 4 =RM84	RM25 x 4 =RM100	RM16
	Medium box gift of random candy	3	RM34 x 3 =RM102	RM45 x 3 =RM135	RM33
W2	Small gift box of random candy	5	RM21 x 5 =RM105	RM25 x5 =RM125	RM20
	Small gift box of random candy	2	RM21 x 2 =RM42	RM25 x 2 =RM50	RM8

	Small gift box of random candy	1	RM21 x 1 =RM21	RM25 x 1 =RM25	RM4
	Medium gift box of random candy	3	RM34 x 3 =RM102	RM45 x 3 =RM135	RM33
W3	Small gift box of random candy	2	RM21 x 2 =RM42	RM25 x 2 =RM50	RM8
W4	Medium box gift of random candy	2	RM34 x 2 = RM68	RM45 x 2 = RM90	RM22
W5	Small gift box of random candy	4	RM21 x 4 = RM84	RM25 x 4 = RM100	RM16
TOTAL			RM650	RM812	RM160

6.0 SWOT ANALYSIS (BUSINESS MODEL CANVAS)

<p>7.0 KEY PARTNERS</p> <ul style="list-style-type: none"> - chocolate supplier - supplier of sweets and boxes 	<p>5.0 KEY ACTIVITIES</p> <ul style="list-style-type: none"> - prepare surprise box with various types of sweets and chocolates - promote gift box to social media 	<p>1.VALUE PROPOSITION</p> <ul style="list-style-type: none"> - High demand -Premium chocolate <p><i>what is the product</i></p>	<p>4.0 CUSTOMER RELATIONSHIP</p> <ul style="list-style-type: none"> - cute stickers to be used as a free gift - discount of RM2 for every purchase of 3 boxes and above. 	<p>2.0 CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> - student and working person
<p>6.0 KEY RESOURCES</p> <ul style="list-style-type: none"> - keep on promoting to social media 		<p>3.0 CHANNELS</p>   <p>Telegram</p>		
<p>8.0 COST STRUCTURE</p> <ul style="list-style-type: none"> - sales marketing 			<p>9.0 REVENUE STREAMS</p> <ul style="list-style-type: none"> - discount & free gift 	

7.0 ENPRERIENTAL LEARNING

By this project, I learnt how to manage business and feel the struggle how to be independent. I also learned something new in every preparation i have done diligently to get the results of creatively decorating a gift box and being able to attract someone to buy it. Next , I learnt how entrepreneur handle their business from the bottom and continue the struggle despite the many obstacles that need to be faced to achieve the dream of getting a good return and gain a lot of experience from the results of doing business. From the first week, I decided to choose this project because it's the project are really bonding with my mother and most importantly, I'm enjoy doing it. I'm doing it with sincerely heart.

As the first week, it is the hectic week to prepared and received orders. The most tiring part is promotion part because not every people would like to purchase the product but I never give up. Until the last week to received the orders from the customer. The another struggle I faced is during the postaging through J&T because I was inexperienced and did not know how to communicate with the company until I asked for help from a friend who was already experienced in the business. I also have a problem with customers because they cancel orders at the end of the day after the gift box is ready to be delivered to the customer's residence. I felt very disappointed at the time but I still braced myself to continue my struggle and find new customers who were willing to order the gift box. With the effort I put in, I managed to sell all those gift boxes to friends. Apparently the effort did not betray the results, I am very grateful and thankful to them.

Lastly, I gained a lot of support from my mother . My friend as well helping a lot to give ideas and concept for my business. Overall, from this project, I realised that to make this business happen is strategy, creativity and talent.

8.0 CONCLUSION

In fact, I gained a lot of experience from selling my products as well as learning to be independent in earning my own money because I do not want to bother my family. With that, I have indirectly reduced the family's financial burden. Even so, I also give a sincere contribution even though the value is quite small to my mother because she is the one who helped me complete everything from the initial process to the final process. I feel more confident after starting to be involved in business can indirectly increase my knowledge. I realized the importance of living independently and not completely dependent on my family and understood the meaning of asceticism, it is difficult for me to earn money on my own.

9.0 APPENDICES

