



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْكَمِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES (AM110)**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS OPPORTUNITY OF  
HEDY'S BATANG BURUK**

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## TABLE OF CONTENT

<b>NO.</b>	<b>TITLE</b>	<b>PAGE</b>
<b>1.</b>	Executive Summary	<b>3</b>
<b>2.</b>	Project Description – Before Activity	<b>4 - 5</b>
<b>3.</b>	Project Description – After Activity	<b>6</b>
<b>4.</b>	Business Model Canvas	<b>7</b>
<b>5.</b>	Experiential Learning – Students Experience	<b>8</b>
<b>6.</b>	MyENT Registration	<b>9</b>
<b>7.</b>	Appendices – Evidence of Business Activity	<b>10 - 11</b>
<b>8.</b>	Overall Report	<b>12</b>

## EXECUTIVE SUMMARY

Opportunity means a condition that allows an entrepreneur to offer marketable products and services to potential buyers or end users. When there is a need and desire to satisfy, opportunities arise. The terms “need” and “want” refer to a consumer’s needs, while “want” refers to a personal desire for anything other than a basic need. Nowadays, business opportunities are key to a country's economic sustainability. This assignment is part of the Fundamentals of Entrepreneurship (ENT300) course and is designed to help students identify business prospects. Students must engage in business activities such as selling items or services. The chosen business activity might be either online or offline. Most people nowadays choose to create an internet store or become an agent in order to supplement their income while also learning new skills in the industry. Anyone can start an internet business part-time or full-time, and use the device to contact with clients and suppliers at any time. The product that I choose as my business is Hedy’s Batang Buruk. Since Batang Buruk became one of the popular foods nowadays, I think this will be a golden opportunity to start my business. For this business opportunity, I selected to work as an agent for a week as an agent for an internet store that sells classic dessert products like “Batang Buruk.” Other than that, another reason I opened this business was that I wanted to learn new things and through this business, I was able to gain new knowledge about business management. As such, I hope my business will meet my expectations so that I can continue it in the future.

## PROJECT DESCRIPTION – BEFORE ACTIVITY

To start a business, I choose to be an agent across social media and selling Hedy's Batang Buruk products for a week. To become an agent under "Hedy's", I had to pay RM 370 as a fee to become an agent include 30 packets of Hedy's Batang Buruk. "Hedy's Batang Buruk tradisional" offers traditional food products with the uniqueness flavours as well and it's a Muslim product and affordable price. The online product is available for 24 hours in their own website so it is easy for customers to contact the store owner. The reason why I choose to sell this type of product is because I am interested in the food. Hedy's is a brand under Hedys International Sdn. Bhd. Which has its Headquarters located in Bandar Putra, Kulai, Johor. Hedy's was established in 2019 and managed under Syalldy Golden Enterprise with the production of its first product, Batang Buruk cake with only hundreds of agents and operating in -house only.

However, in 2020, Hedy's has managed to take a new step by upgrading the company's status to Hedys International Sdn. Bhd. Currently, Hedy's operates in a new building consisting of a Management Office and a stock operations division located in Bandar Putra, Kulai. Hedys has also spawned many entrepreneurs by helping them generate a 4 - 5 figure income per month. All of the products offer is being sold in Malaysian Ringgit (RM) with affordable price offer.

I will be an agent under Hedy's products for a week (8/4-14/4) using an official account on the website or social media. Since I am new in this business, I will start by selling and promoting Hedy's Batang Buruk to people nearby who are my family and friends. First of all, I will open and collect the customer's orders on weekdays such as Monday until Wednesday after that I will deliver to them during weekends. My customers can pay for the goods using the "Online Banking" or "Cash on Delivery (COD) method. The role of anagen is to help promote the product on the account to find buyers who are interested in tasting the product so that buyers can feel the authenticity of the Batang Buruk.

Social media became my first platform to promote my Hedy's Batang Buruk. This platform is very useful for me to use because nowadays social media is becoming a part of our daily lives. I will post the products and operating hours via WhatsApp, Instagram, Twitter, Facebook and other social media for a week. Aside from that, one of my strategies for attracting attention is to create posters and offer discounts and promotions to my customers. In my poster, I'll include some interesting images and words. After that, I'll share the poster on social media so

that everyone can see it. Then, after a few days of selling, I'll offer a special promotion to my customers, such as free shipping for three days and a discount, in order to catch their attention.

I wish to sell as many Hedy's Batang Buruk as possible in order to meet my objectives of generating earnings and expanding my business. As a result, in order to meet my goal, I must persuade people to buy Hedy's Batang Buruk and ensure that my consumers are delighted with the products. I will work hard to promote my business in order to meet my aims and objectives.

## PROJECT DESCRIPTION – AFTER ACTIVITY

After a week of being an agent, I managed to sell some products to buyers who were interested in the product. Here are the brief financial statements for the week.

<b>TOTAL QUANTITY</b>	<b>30 packets</b>
<b>TOTAL SELLING</b>	<b>17 packets x RM 20.90 = RM355.30</b>
<b>PROFIT (RM)</b>	<b>RM 146.20</b>

- Agent fee include 30 Packets of Hedy's Batang Burok = RM 370

$$\begin{aligned}\text{Agent price cost} &= \text{RM } 370 \div 30 \text{ Packets} \\ &= \text{RM } 12.30 \text{ per packet}\end{aligned}$$

- Original Price per packet = RM 20.90
- Sales within a week = 17 Packets x RM 20.90  
= RM 355.30
- Agent price = 17 Packets x RM 12.30  
= RM 209.10
- **Profit (RM) = RM 355.30 – RM 209.10**  
**= RM 146.20**

## BUSINESS MODEL CANVAS

<b>7) KEY PATNERS</b> <ul style="list-style-type: none"> <li>• Founders ✓</li> </ul>	<b>5) KEY ACTIVITIES</b> <ul style="list-style-type: none"> <li>• Sales ✓</li> </ul>	<b>1) VALUE PROPOSITIONS</b> <ul style="list-style-type: none"> <li>• Affordable</li> <li>• Traditional food products</li> <li>• Dessert</li> </ul> <p style="color: red; font-style: italic; font-size: 1.2em;">what food!</p>	<b>4) CUSTOMER RELATIONSHIP S</b> <ul style="list-style-type: none"> <li>• Self-Services ✓</li> </ul>	<b>2) CUSTOMER SEGMENTS</b> <ul style="list-style-type: none"> <li>• Youth</li> <li>• Student</li> </ul>
<b>6) KEY RESOURCES</b> <ul style="list-style-type: none"> <li>• Social Media Platform ✓</li> <li>• Student ✓</li> <li>• Friend ✓</li> <li>• Family ✓</li> </ul>		<b>3) CHANNELS</b> <ul style="list-style-type: none"> <li>• Whats:App</li> <li>• Facebook</li> <li>• Instagram</li> <li>• Verbal Communication ✓</li> </ul>		
<b>8) COST STRUCTURE</b> <ul style="list-style-type: none"> <li>• Product <span style="color: red;">cost</span></li> <li>• Delivery Cost</li> </ul>			<b>9) REVENUE STREAMS</b> <ul style="list-style-type: none"> <li>• Product Sales</li> <li>• Cash n Delivery (COD) ✓</li> </ul>	



## EXPERIENTAL LEARNING– STUDENTS EXPERIENCE

After a week of business ownership, I understood that running a business was not easy, I struggled to acquire clients in a short period of time, but the founders were excellent at teaching me about running a business and enticing customers to buy our items. He showed me how to use appealing captions to promote things on social media. For example, before sending a product for sale, I need to include the price and a photo so that the consumer can easily purchase it. In addition, I learned that patience is important when dealing with clients. Customers of different types are interested in discovering the uniqueness of our products. Some of them are still perplexed as to why the price is so low for such a good flavour.

This business taught me that starting a business is not as simple as I had imagined, especially when I had to do it alone. There was a period when I was stressed when I received a large number of orders from my clients because I didn't have anyone to assist me in running my company. So, I had to organise all of the orders and send them to my clients on my own, which was quite challenging for me. I was on the verge of giving up on this business, but I was able to keep myself motivated and complete it effectively.

Furthermore, I am aware that as an agent and seller, it is critical to act quickly in the event of any damage to a customer's acquired merchandise. For example, if a product is broken, we will refund or replace it so that customers do not regret purchasing our goods. This knowledge and experience, I believe, will be helpful to me in the future, particularly when I seek for jobs. We will make certain that customers are not turned off from purchasing our items because we can ensure that they are delicious ~~and~~ This business helped me to improve my skills in interacting with customers and being patient. Patience is important when dealing with customers worthwhile. We will refund money if a buyer claims the goods does not suit their tastes. This particular issue helps in the improvement of my mental toughness and my ability to think quickly so that I can handle it professionally.



## MyENT REGISTRATION



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Keusahawanan Malaysia  
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### **MASMED YOUNG ENTREPRENEUR (MyENT)**

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#### **MAKLUMAT PERNIAGAAN**

Mod Perniagaan : Online  
Bidang Perniagaan yg diceburi : Makanan  
Tempoh Berniaga :  
No. Pendaftaran Perniagaan :  
URL Perniagaan :  
Alamat Premis Perniagaan :  
Tarikh Mendaftar : 17 May 2022  
Tarikh Kemaskini :  
Tarikh Cetak : 17 May 2022

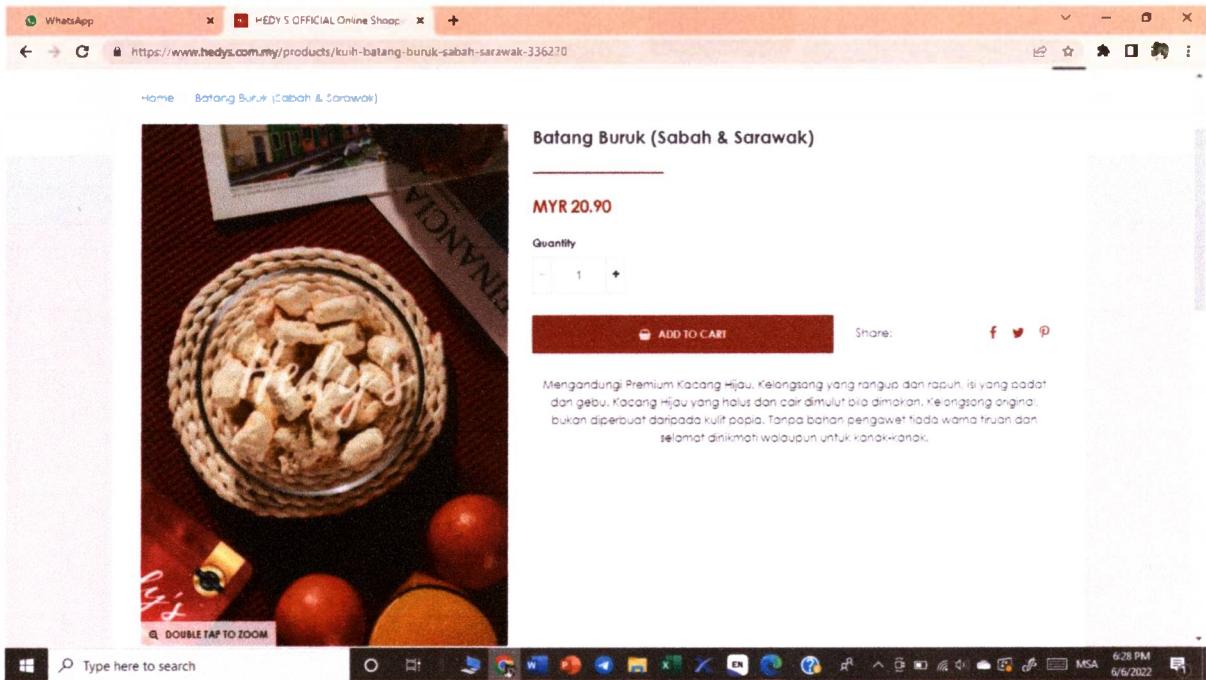
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## APPENDICES



**FIGURE 1.0 PRICE OF PRODUCT**





FIGURE 2.0 FEEDBACK FROM CUSTOMER AFTER PURCHASING



FIGURE 3.0 ANOTHER FEEDBACK FROM CUSTOMER



## OVERALL REPORT

In conclusion, I feel that students may assist their parents in ways other than earning a profit. Students can also obtain new knowledge and discover their latent potential, such as communication skills, cooking abilities, and other skills that will be beneficial in the future. This is because, in today's world, these abilities are quite useful, particularly when applying for jobs. Employers will almost always recruit or seek out persons who are talented rather than those who are not. As a result, starting a business will be a fantastic option for students. Aside from that, when conducting business, students must remain calm. Students will face a lot of competition in the industry and may find it difficult to promote their items using social media. As a result, in order to compete with other businessmen, students must think imaginatively. It is likely to be difficult to start a business, especially when we are new to it; but, if we do not give up and discover ways to solve obstacles, we will undoubtedly reach our goals. After all, I used to believe that nothing is truly impossible if we work hard enough to attain it.