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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA PUBLIC ADMINISTRATION (AM110)

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)

BUSINESS OPPORTUNITY OF

Jelly Mash
BY FIRSTDATING Powder

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EXECUTIVE SUMMARY

As part of my assignment project, I was assigned the task of running a business. As a result, I made the decision to start a small business which is jelly face mask powder produced by FirstDating. Despite the fact that our country has been hit by a pandemic, I have always wanted to start a small business as it can make a profit and increase my pocket money. The modal to start this business is RM123. In addition, I am using hybrid method, which is I can choose whether to conduct the business online of offline.

FirstDating is a Chinese brand that focuses on beauty products for women and anyone interested in improving their skin care routine. Jelly mask powder is a peel off mask that easy to applied without any help and it do not get dirty as it easy to use. The reason why I choose this product is because it was a big opportunity for me to involve myself in business by try selling this jelly mask powder. I also believe that many of us have not try jelly mask made by powder that need to mix it with a little bit of water. So I decided to sell this product to see what people thought of it, as well as their reactions and comments. This jelly mask powder has been approved by SGS and it has been proven that this product is safe to use and does not contain prohibited substances.

As for me, I am well aware of the fake products sold by other sellers, so I conducted extensive research and discovered one seller in Malaysia who sells original jelly mask powder by FirstDating which has been approved by the SGS in China. SGS stand for The Societe Generale de Surveillance S.A., translated as General Notary Public of China. SGS is the world's leading organisation for inspection, verification, testing, and certification.

PROJECT DESCRIPTION

For this project, I have decided to sell Jelly Mask Powder by FirstDating with 7 variations of 15-gram mask powder. This Jelly Mask Powder is one of the products needed by our skin that helps our skin hydrate, anti-wrinkle, whitening, moisturizing, oil-control and repair. This can cause our skin to become more smooth and reduce acne, pores, and pigmentation, as it can also brighten our skin to look fresher and youthful. Furthermore, as this was my first time buying and reselling this mask powder, This Jelly Mask Powder is not like the regular mask that we usually use, so I also provide a stir tool to my customers at the price of RM2 as it is easy to help them mix the mask powder with water or hyaluronic acid. Then, I used competition pricing with a standard price of RM3 per piece for the price of each mask. Furthermore, I am also selling this jelly mask powder as a set, which includes all 7 variations of jelly mask powder, and the stir tool. In addition, the hyaluronic acid essence has a strong moisturising function that can help our skin to keep our face moist from getting dry skin.

At first, I wanted to sell regular facial masks that can be obtained at Watson's or Guardian until one day I tried this jelly mask powder. Jelly Mask Powder can be purchased for a low and affordable price, and delivery is also fast. Since then, I have come up with the idea of selling jelly mask powder to female students on campus, and during the holidays. I have also managed to sell jelly mask powder to my friends and family members who are in Miri. Furthermore, my jelly mask powder is suitable for women and men because it does not contain alcohol, making it also suitable for Muslim girls to use. For delivery, I use J&T as my primary shipper. This is because their service is excellent and cheaper than PosLaju's. However, for those living nearby, I will have used cash-on-delivery (COD) services to distribute the products.

Next, below is the price of the product that I promote to my customers.

JELLY MASK POWDER

NO.	PRODUCTS	SELLING PRICE
1.	Rose - Hydrating the skin	
2.	Gold Foil- Anti-Wrinkles, enhance skin elasticity, firm skin	
3.	Cherry – Whitening and Brighten the skin	
4.	Lavender – Moisturizing the skin and dilute spots	RM 3 per piece
5.	Kiwifruit – oil-control, remove acne and relieve reddish tone	
6.	Silver – repairing, deep cleanses, improves skin tone and closing pores	
7.	Hyaluronic acid essence – mix with jelly mask powder function as water.	
8.	Set bowl and spatula	RM 2 per piece

Selling jelly mask powder is not easy for me. This is because there are a lot of things that need to be made sure in order to run the business smoothly. Since many of the beauty products have been sold by some female students and it is quite challenging for me to introduce this jelly mask powder to other students. So, I had to use several marketing strategies to attract customers. Firstly, determine any target customer base. This is because there are people who come from different age groups that have different demands and styles. My customers are mostly from students and families.

For promoting and operating my business, I choose via online platforms such as Instagram, WhatsApp, and Telegram. It is easy for me by using this online platform to interact with my customers and promote my jelly mask powder. In addition, I can share every feedback from my customers as well as sharing my progress on how I apply the jelly mask powder on my face. Apart from that, it is easy for me to communicate with customers and facilitate payments at the same time. For my new customer or regular customers as long as they purchase my product, I will gift them a free gift such as flower scrunchies with a thank you card as a token of my gratitude.

BUSINESS MODAL CANVAS

Key Partners <ul style="list-style-type: none"> ➤ Shoppe ➤ WhatsApp ➤ Instagram ➤ Telegram 	Key Activities <ul style="list-style-type: none"> ➤ Delivery service ➤ Promotions 	Value Propositions <ul style="list-style-type: none"> ➤ Promote Jelly Mask Powder that can be obtain at the beauty spa. 	Customer Relationship <ul style="list-style-type: none"> ➤ Personal Assistance 	Customer Segments <ul style="list-style-type: none"> ➤ Teenagers ➤ Adults
	Key Resources <ul style="list-style-type: none"> ➤ Stores ➤ Supplier 		Channels <ul style="list-style-type: none"> ➤ Instagram, Instagram story ➤ WhatsApp, WhatsApp status ➤ Telegram 	
Cost Structure <ul style="list-style-type: none"> ➤ Sales and Marketing 		Revenue Streams <ul style="list-style-type: none"> ➤ Online Banking ➤ Cash on Delivery(COD) ➤ Promotions 		

PROJECT OUTCOME

During the holidays, it has greatly aided me in making money and attracting customers. This is due to the desire of buyers to beautify and treat their faces before the holidays. It is obvious that everyone prioritises facial beauty because a well-kept image makes us feel more confident in our ability to appear in public. Following that, my total profit for the one week of business is RM51.45, with 49 pieces of jelly mask powder sold. I am truly grateful to my customers who support my small business, as well as all of my friends and family who always support me.

Revenue – Cost = Profit

RM 147 – 95.55 = RM 51.45

Simple Cash flow Record

Date	No. of units taken / prepared	Revenue daily (Selling price x units sold)	No. of units sold	Cost incurred	Profits
Day 1	7 Pieces	RM 3 x 7 pieces = RM 21	7 pieces	RM 1.95 x 7 = RM 13.65	RM 21 – RM 13.65 = RM 7.35
Day 2	7 pieces	RM 3 x 7 pieces = RM 21	7 Pieces	RM 1.95 x 7 = RM 13.65	RM 21- RM 13.65 = RM 7.35
Day 3	7 pieces	RM 3 x 7 pieces = RM 21	7 Pieces	RM 1.95 x 7 = RM 13.65	RM 21- RM 13.65 = RM 7.35
Day 4	7 pieces	RM 3 x 7 pieces = RM 21	7 Pieces	RM 1.95 x 7 = RM 13.65	RM 21- RM 13.65 = RM 7.35
Day 5	7 pieces	RM 3 x 7 pieces = RM 21	7 pieces	RM 1.95 x 7 = RM 13.65	RM 21- RM 13.65 = RM 7.35
Day 6	7 pieces	RM 3 x 7 pieces = RM 21	7 pieces	RM 1.95 x 7 = RM 13.65	RM 21- RM 13.65 = RM 7.35
Day 7	7 pieces	RM 3 x 7 pieces = RM 21	7 pieces	RM 1.95 x 7 = RM 13.65	RM 21- RM 13.65 = RM 7.35
TOTAL		RM 147		RM 95.55	RM 51.45

I have faced many challenges while running this business. This is because there are some customers who are hesitant to buy jelly mask powder for fear of trying it if it does not suit their facial skin. Apart from that, customers also have their own facial masks and do not want to change their face mask products because they do not feel it is worth it if it is not effective on their face. Next, social media also helped me to attract their interest in buying and trying jelly mask powder. This is because I have tried the jelly mask on its own and uploaded a video on how to use jelly mask powder on Instagram. This can prove that I sell products that are safe to use to all my customers, in addition the jelly mask powder ingredients are made from natural ingredients and no alcohol.

Also, I once made a mistake by giving the wrong amount of the jelly mask powder to my customer. She bought seven variations of jelly mask powder, but I only gave five variations to my customer. That was the first mistake I made while doing this business, and I should have double checked all the business items before giving them to the customers. So, I corrected my mistake by apologising in advance to the customer and asking for the items back as well as adding three more sachets of jelly mask powder. I am also a newcomer to the business, and there is still a lot of things that I need to learn in order to meet the desires and tastes of customers. Until I met my sister Irene, who was a big help to me in business, and she gave me some tips that I needed to know before making items ordered by customers, the first step is to double-check with the customer that the products ordered are correct and accurate. Following that, the product should be packed and examined to ensure that each of the items ordered is neatly arranged and that the product is not damaged. Take pictures before sending the product to the customer as proof that the goods were sold in good condition before being delivered to the customer.

Lastly, the narrowness of space and time. This is because I am a full-time university student and it is difficult to allocate time between studying and making customer bookings. Customers who order outside the UiTM area make it difficult for me to deliver this product because there is no transport, where I can do COD. When in Miri, I can borrow my father's car to deliver the product to my customers. At the same time, the students who are my customers on my campus are able to deliver the product to their rooms, which saves costs from sending the product to customers outside the UiTM area. There are also my customers who use J & T services, so my job is to order the product in the shop and the product will be delivered directly to their home. It saved me money and time as a university student.

EXPERIENTIAL LEARNING

From this project, I can gain new experience, skills and knowledge. I can determine all the pros and cons of running my business. I have also learned many things that I should learn, which is patience, diligence, and responsibility in starting a small business. Previously, I was very scared to work while being a full-time university student for fear of the time constraints and challenges I would face. Also, before this, I couldn't divide my time between studying and throwing away side jobs. When I started this small business, I was able to divide my time better between studying and doing side jobs. So, I was able to do side work using my free time and it had to be completed before my next study time.

Then, I have learned to double check and confirm every product I sell and that my customers have ordered. This is because it can prevent me from mistakenly entering the same type of product or a defective product to the detriment of the customer. Therefore, every time a product is purchased by a customer, it should be carefully inspected to ensure all products are in good condition.

In addition, I can also improve my social skills. This is because many entrepreneurs, in my experience, dare to speak out in order to promote their products and make them more widely known to the public. From the above situation, I learned that one of the characteristics of a successful entrepreneur is the courage to stand out and not be shy towards the public. I was finally able to overcome my shyness and fear of showing off by immersing myself in the business world.

Next, it can increase creativity in marketing strategies. This is because I find many entrepreneurs who promote their products through social media platforms such as Tik Tok and Instagram, which are the platforms most used by the younger generation. I also learned to only write important and correct information about the product so that it is easily understood by buyers while promoting my product. Not only that, I also prove the approval certificate of this product as proof that this product has been certified and is safe for sale to my customers.

Lastly, I am grateful for the opportunity to start my own business because I discovered so many new things I could acquire. I really enjoy what I'm doing now, even if it's not as good as what other entrepreneurs are doing, and I'm still striving to move forward in order to expand my business in the future. I also hope that one day I will be able to create my own profitable product.

CONCLUSION

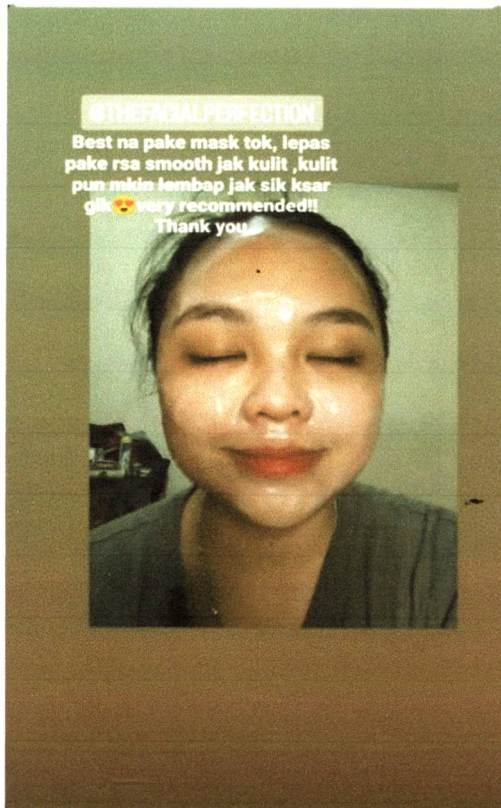
In a conclusion, through this business I have gain a lot of experience and new knowledge. Furthermore, selling this jelly mask powder can help to stabilise my finances and can support my pocket money while I am still studying. In addition, this business can test my ability to start a small business. I managed to prove that I am completely responsible for my business and willing to take the risks that come with running a business in order to success. In short, I also train myself to solve business problems and think more ahead of time to find opportunities for success. I am grateful that I have supportive friends and family and that is one of my reason why I have never give up on doing this business.

My ENT Registration-My ENT Certificate

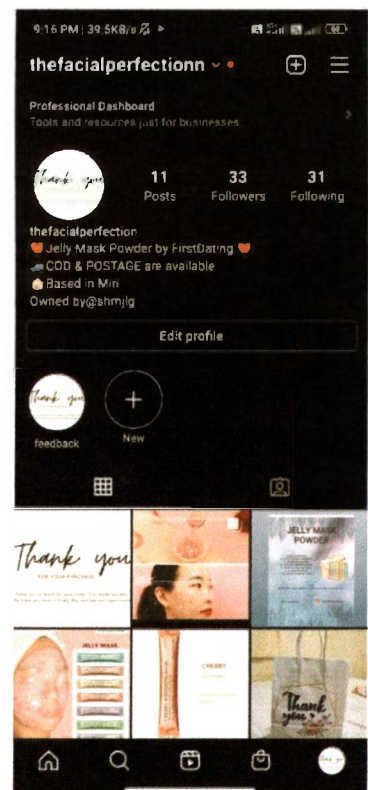
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Tempoh Berniaga	: seminggu
No. Pendaftaran Perniagaan	:
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APPENDICES

- One of online transaction for buying 7 piece of Jelly Mask Powder.

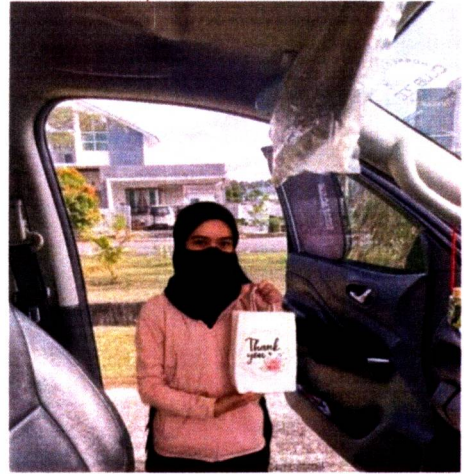


- One of my customer feedback tagging my business account at Instagram



- Business Instagram Account

- Cash on delivery



- Scrunchies as a free gift to my customers on their orders of the jelly mask powder

