



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

FUNDAMENTALS OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT 1

BUSINESS OPPORTUNITY

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1.0 EXECUTIVE SUMMARY

In this era of globalization, business opportunities are important to the national economy future. This economic growth plan is for someone who wants to start a new business as an entrepreneur or to learn about the business and tactics associated with the Fundamentals of Entrepreneurship course (ENT300). Therefore, it teach students how to recognize business possibilities. Students are required to conduct a business activity such as selling products or offering services. It can be conducted in several ways. Either online or offline. Without business, nations economic would be much smaller and weaker. There are several of business being proposed and carried out among our society in order to keep the growth of economy. Therefore, most people nowadays decided to became an agent through online or offline shop. It is to get a side income as well can learning a new skills in business. Also, it can be either full-timer or part-time employees. As for this project, I have decided to become an agent of Eng's Popcorn for a week to gain experience regarding business.

2.0 PROJECT DESCRIPTION

To start a business, I choose to become an agent on Social media such as Instagram and via whatsapp to sells Eng's Popcorn and top-up for a weeks. I am using this platform is because it was easier to interact with my customers and to promote the products and more convenient to use due to its interface. Therefore, before I joined to become an agent I had to pay RM370 as a fee. Also, it has others prices for agent.

In addition, I planned out every possible route I should take during the delivery process according to the location requested by my customers. Delivery fee will be charged following the distance requested by customer.

The reason why I choose this type of product is because popcorn was cheap for sellers and for customers. It also popular snack among people and warm freshly popped snack. Also, popcorn is better than some of the other carb and oil loaded snacks. For example, potato chips and many others. In addition, it was popular snacks when watching a movies at cinema or home. When I started my business Eng's Popcorn I have a target which is to sold the medium size on my first business. Then, after my target is achive which is can sold many popcorn in medium size I manage to top-up the big size based on customers needed.

Furthermore, it can post the product if some people out of my area want to buy Eng's popcorn. Then, I use JnT or Poslaju to delivery the product. However, for those living in the nearby area, I will provide Cash On Delivery (COD) services or they can self-pickup. In addition, it was located at my home NO3357, RPR Kidurong, Phase 3, Jalan Tanjung Kidurong, Bintulu, Sarawak. I only sell my product at my home, So my customers can self pick-up or request cash on delivery (COD)

Besides that, I also did some discount for customers. For example, buy a combo set which is combination of two size with cheaper prices.

3.0 PROJECT OUTCOME

After a week became an agent of Eng's Popcorn,I managed to sell a few of my products.Here are my simple calculation on my earnings.

DATE	UNITS SOLD		PRICE
	RM18(300G)	RM25(650G)	
WEEK 1	•20UNITS		RM360
WEEK 2	•10UNITS	•6UNITS	RM330
WEEK 3	•25UNITS	•5UNITS	RM575
TOTAL			RM1,265

4.0 EXPERIENTIAL LEARNING

Before I started this kind of business. I was lacking of confidence and afraid to deal with customers. In addition, I also worried what if I don't get a sales for my product. Therefore, when I already started the business. I have gained a lot of information how to manage my business. I also have gained confidence in dealing with customers. Therefore, it was not easy to attract customers for our product in business. This project has taught me to understand the value of patience when it comes to business.

Although the commission given is small but I felt happy and satisfied. Its because of, when there are buyers buying the product that we sell. Also, customer trust is the important thing in convincing customers that the product or service offered really exist and it not a scam. Furthermore, I also can improve how to use the platform such as Instagram and Whatsapp for marketing. In addition, before I posting out the products on social media. I had to put the price alongside with the picture. So, it will be easier for the customers to see and purchase. In addition, we don't have to force people to buy our product. Its because, when we always promote the product they will be interested and wanna buy if the product is able to catch their interest.

Lastly, the lesson that I learn from this business is the value of caring for the customer's feeling. Therefore, customer satisfaction plays a vital role because it ensures their loyalty to the services we provide. Besides that, customers feedback is vital for entrepreneur since it can improve the lack of services. Then, we need to take good of those customer who are interested. It will be easier to sell with who are interested and who have already buy from us than looking for others customer.

5.0 MYENT REGISTRATION

Students are required to register their business to retrieve the MyENT Registration certificate to commemorate their participation in the project

The image shows a registration slip for the MASMED Young Entrepreneur (MyENT) program. It includes the logos of Universiti Teknologi MARA and the Malaysian Academy of SME & Entrepreneurship Development (MASMED). The slip details the student's information, program, and business registration details.

UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

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Nama : SITI NJR SYAHIRA BINTI HALIM SHAH

Program Pengajian : DIPLOMA PENTADBIRAN AWAM
Fakulti : Faculty of Administrative Science & Policy Studies
Kampus : Sarawak

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg dibeturi : Makanan
Tempoh Perniagaan : 3weeks
No. Pendaftaran Perniagaan :
URL Perniagaan : www.wasap.my/60142072126/Paporn
Alamat Premis Perniagaan :
Tarikh Mendaftar : 17 May 2022
Tarikh Ketertutupan : 09 Jun 2022
Tarikh Cetak : 09 Jun 2022

Saji Pendaftaran Perniagaan MyENT ini merupakan salah satu perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Saji ini secara tidak langsung akan terbahagi apabila pemenuh monoranition pengajian atau tidak lagi aktif dalam sistem Universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhasrat membekalkan saji ini tanpa sebarang nilai. Penggunaan saji ini hanya dibenarkan untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh pemenuh adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepimpinan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

6.0 CONCLUSION

In conclusion, this business can help me to learn more about entrepreneurship and be better to improve on business. Perhaps, to be an entrepreneur it is not easy. The risk is one of the biggest obstacles for society to enter the business world. Many people have stopped half way and some have not given up in the face of risk. Many of us like safe havens where we don't have to lose. Therefore, also I have learned to make savings, meet a lot of people, go to areas that I have never been to while delivering customers' products. It also can make me to know about the area that I never go to. Lastly, this business already taught me to be responsible, innovative, better utilize resources, generate new value for customers, and do it over and over again. As a consequence, entrepreneurs will constantly see issues as opportunities and act on them.

7.0 APPENDICES

(THE PRODUCT)



(ENG'S POPCORN 650G)



(ENG'S POPCORN 300G)

(FEEDBACK FROM CUSTOMERS)

