



اَوْنِيُوْزِيسِيْتِي تِي كُونُوْلُوْغِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

A1: BUSINESS ACTIVITY ASSIGNMENT

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SUBMISSION DATE:

20 JUNE 2022

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21/6

TABLE OF CONTENT:

NO.	CONTENT	PAGE
1.	Executive Summary	1
2.	MyENT Registration – Certificate	2
3.	Project Description (Before Activity)	3
4.	Project Outcome (After Activity)	4
5.	Business Model Canvas	5
6.	Experiential Learning – Experience	6
7.	Conclusion	7
8.	Appendices	8-9

EXECUTIVE SUMMARY

To begin, as part of my assignment project, I was given the task of managing a business. This business activity is among the ways to introduce young entrepreneurs to starting their own businesses, that will educate them how to manage budgets and achieve the desired profitability. Apart from that, this entrepreneurial activity serves to enhance students' self-esteem, which could benefit them in the future while they are employed. Countries' economy would have been much significantly smaller lacking business. Therefore, a variety of businesses are being suggested and implemented out within our society in terms of maintaining the economic development. Hence, it is beneficial for students especially young entrepreneurs to know how to start managing their money effectively so that they do not waste money on unnecessary purchases.

In contrast, selling foods is indeed one of the ways for students to increase their business experience and understanding while also teaching them about being liable and good hygiene. All throughout Covid-19 outbreak, hygiene has been prioritised, and it will demonstrate how it has affected the business today. Its impact of food sector could help students understand more about how businesses operated, which will be useful for future. Nonetheless, with this report, I've chosen Nasi Lemak Kukus, a local food business. Nasi Lemak Kukus was chosen as the name since it is simple and distinctive, making it easier for our customers to remember. In this context of globalization, it is evident that business plays a vital role in the country 's economic growth and the improvement of human 's living standards.

MyENT REGISTRATION – MyENT CERTIFICATE

	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
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SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM	
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Program Pengajian	: DIPLOMA PENTADBIRAN AWAM
Fakulti	: Faculty of Administrative Science & Policy Studies
Kampus	: Sarawak
MAKLUMAT PERNIAGAAN	
Mod Perniagaan	: Hybrid
Bidang Perniagaan yg diceburi	: Makanan
Tempoh Berniaga	: May 2022
No. Pendaftaran Perniagaan	:
URL Perniagaan	:
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 02 Jun 2022
Tarikh Kemaskini	:
Tarikh Cetak	: 02 Jun 2022
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>	
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PROJECT DESCRIPTION (BEFORE ACTIVITY)

I selected to sell local food known as 'Nasi Lemak', which could be found with in Kuching area. Nonetheless, I chose this product because it is a popular Malaysian local dish and is simple to cook. Hence, my customers come in a variety of ages. Furthermore, my business will be a hybrid in that I will sell it both online and in person to people.

Next, the owner of this business was my uncle, Mahadzir Bin Sahari, and we are working together to make it a reality. Besides, it is a hybrid business. On contrast, we cooked the nasi lemak and packed it before delivering it to the food stall at Emart Batu Kawa. Nasi Lemak Kukus is the business's name. My uncle prepares the nasi lemak by cooking it in steamed stoneware. Apart from that, the ingredients were purchased at the supermarket, namely at Emart Batu Kawa and the wet market. As we care about our customers, thus we make sure all the ingredients are from the highest quality so that they could spend their spare time checking them out together with their friends and family.

Nevertheless, the main reason I have chosen this business would be that our family and the others in our community enjoy food. Aside from that, I believe people would like to buy and consume our local food, nasi lemak, which is among the foods that represents our country, Malaysia. It was a wonderful experience to somehow be able to sell one of Malaysia's traditional foods. This business activity happened in early May and continues to this day. As a result, for this business activity outcome, I pick a one-month period, from 10 May to 4 June 2022. This activity will last from 8:00 a.m. until 2:00 p.m. Therefore, this shop is closed on Sundays, so we only sell Nasi Lemak Kukus 6 days each week.

PROJECT OUTCOME (AFTER ACTIVITY)

I initially hesitant to initiate this business, but it is succeeding as predicted by my uncle, and there are many other stalls offering the same food as ours. Despite the fact that its business competences are there with a few other stalls, I was able to establish the business without any complications. This table below contains a simple financial statement which I generated for the activities completed in a one-month period from 10 May to 4 June 2022.

Cash Flow Statement

Money Received

Money Received	Week 1 (10/5– 14/5/2022)	Week 2 (16/5- 21/5/2022)	Week 3 (23/5- 28/5/2022)	Week 4 (30/5-4/6/2022)
Cash Sale	RM255	RM310	RM255	RM310

Money Spent

Money Spend	Week 1 (10/5– 14/5/2022)	Week 2 (16/5- 21/5/2022)	Week 3 (23/5- 28/5/2022)	Week 4 (30/5-4/6/2022)
Capital (Cash)	RM180	RM50	RM155	RM50

Profit

Week	Calculate	Profit
1	Sales (50 servings) – Capital (RM180) = RM255-RM180 = RM75	RM75
2	Sales (55 servings) – Capital (RM50) = RM310-RM50 = RM260	RM260
3	Sales (50 servings) – Capital (RM155) = RM255-RM155 = RM100	RM100
4	Sales (50 servings) – Capital (RM50) = RM310-RM50 = RM260	RM260

BUSINESS MODEL CANVAS (BMC)

<p>KEY PARTNERS</p> <ul style="list-style-type: none"> - Ingredient supplier - Shop maintenance - Cooking equipment <p>?</p>	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> - Making nasi lemak and sambal, as well as additional side delicacies including cucumber, salted fish, and hard-boiled eggs. - Delivery - Offering a higher-quality, more affordable price 	<p>VALUE PROPOSITION</p> <ul style="list-style-type: none"> - Family friendly - Halal ingredient - Local Food <p>What food?</p>	<p>CUSTOMER RELATIONSHIP</p> <ul style="list-style-type: none"> - Promotions - Social media - Offer a 5% discount to customers who buy upwards of twice - Customer feedback 	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> - Teenagers - Adult - Families - Individuals that love nasi lemak
<p>COST STRUCTURE</p> <ul style="list-style-type: none"> - Supplies of food and materials to pack the products - Internet prepaid for communicating and promoting - Machinery cost - Product packaging materials <p>?</p>	<p>REVENUE STREAM(S)</p> <ul style="list-style-type: none"> - Online ? - Cash payment 			
<p>KEY RESOURCES</p> <ul style="list-style-type: none"> - Raw material - Good cook - Equipment - The ability to communicate effectively with customers 	<p>CHANNELS</p> <ul style="list-style-type: none"> - WhatsApp - Easily accessible shop <p>Soc med</p>			

EXPERIENTIAL LEARNING

The original goal of this business opportunity was to introduce the students to actual business throughout this business opportunity. Students can study about entrepreneur procedure, mostly from concept to entrepreneur endeavour, through all this business opportunity. Nevertheless, this business has given me a variety of lessons. Because it boosts my self-esteem as well as courage. Previously, I was concerned that such a food business I was establishing would fail and that nobody would ever accept it, however, that was not the case.

Aside from that, this business activity has shown me how to manage money effectively in real-life scenarios, such as when we were experiencing supply shortages. Nonetheless, this business activity has also aided in stock management and how to effectively handle the business in the correct manner. There are numerous methods that can be utilised to evaluate and validate a business plan. For example, with this business opportunity, we would use the Business Modal Canvas (BMC) to determine whether such a business plan can be implemented.

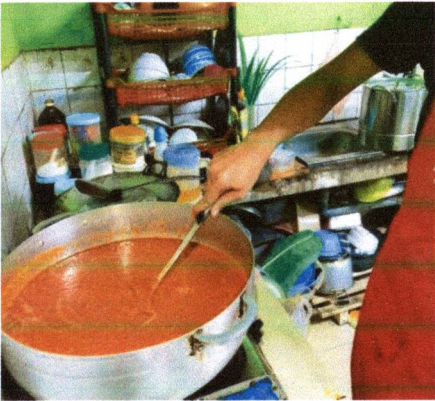
As a result, this business activity was indeed a huge amount of enjoyable to do it because I got to gain the knowledge of individuals who purchased our Nasi Lemak Kukus. It is really interesting to sell foods, especially when customers give an opinion on how delicious the food are, and how much rice and sambal was given yet it is cheap, and therefore it was good to try.

CONCLUSION

In conclusion, this business has taught me a lot about financial management, stock management, business planning skills, and customer service. Regarding financial management, that is how I would be able to save some money and budgets when purchasing the materials and making a profit. Nonetheless, stock management just how much of an item is required each time we sell products because then we do not have to concern about the stock running low. Then, for business planning skills, analyse how this business has affected our mental and physical well-being in managing a business, as it requires our own creativity, adaptability, and productivity. Aside from that, for customer service, in terms of customer feedback. When customers are satisfied, they are more inclined to promote the business to the others. This can be achieved by delivering excellent customer service. In fact, we can also have customer loyalty, which means that developing a loyal customer by excellent customer service will offer businesses with a profitable long-term relationship. Previously, my impression of entrepreneurship was that it was simply a matter of selling stuff. But now that I know how business procedures work, it is difficult, but it'll be simple if there's enough encouragement, teamwork, and our own effort. As a result, it was a great experience that has provided me with a variety of fresh information. Moreover, entrepreneurial education gives people who have the ability to perceive commercial possibilities, as well as the confidence and self-esteem, knowledge, and skills to capitalise upon them. It involves instruction in recognising opportunities, commercialising an idea, ability to manage resources, and starting businesses. Additionally, standard business topics such as management, marketing, information technology, and finance are emphasised. Hence, entrepreneur or the transition towards self-employed has always been and will remain to be an essential component of growth of the economy. It is important to also have the infrastructure requirements to develop an entrepreneurial perception and support self-employment.

APPENDICES

- The making of sambal nasi lemak kukus.



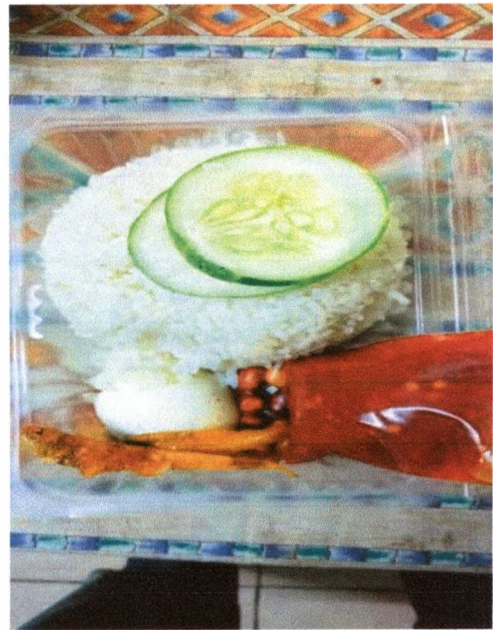
- The making of Nasi Lemak Kukus



- Cooked Nasi Lemak Kukus



- Packaging for Nasi Lemak Kukus.



- Customers' feedback

