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TEKNOLOGI
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FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**



FAITH FLEUR BY CTYMARY

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ACKNOWLEDGEMENT

First of all, my name is Lydia Loney Anak Kanyan with student number 2020950513 from AM1105B. I would like to express my gratitude to God because I managed to complete my Business Opportunity report with full blessings and complied with the lecturer's request. He strengthens me and allows ordinary people like me to achieve better things in the future especially during these face -to -face classes with new experiences of things to do.

Next, I would like to thank Dr. Siti Mardinah Abdul Hamid, my Basic Entrepreneurship (ENT300) lecturer for her guidance and knowledge as well as providing important information for me to complete my report. I would like to thank him because he gave us so much time so that we could complete our assignment successfully and be fully completed. Also, I would like to thank my family members and friends because they never stopped giving advice, support and prayers so that I could successfully complete my report throughout my time in school.

EXECUTIVE SUMMARY

Faith Fleur is an online business to sell hair care product for our customer at all genders and age. The meaning of Faith is loyalty and Fleur is in French words that mean flower so whenever customer wear Faith Fleur hair care product their hair will smell like a flower. The purpose of this business to help people to overcome their problem such as messy hair, hair loss and hair dandruff. In a nutshell, we can conclude that Faith Fleur is business that sell hair care product and can be use by all people including babies. Faith Fleur is a manufacturer of hair care products consisting of Shampoo, Conditioner, Serum, Tonic, Hair Mask, Leaf Vitamin, Hair Mist and so on. This is the reason why this product to be more widespread and high sales as this product can solve hair problems by diversifying the products.

The founder of Faith Fleur is Puan Siti Mariam Binti Abdul Samad with her husband, Mohamad Abdul Halim Bin Bahadorisam, which is owned by CTYMARY Resources SDN.BHD. They started this business 6 years ago last on 10 February 2017 located in Bandar Saujana Putra Jenjarom, Selangor and they have set up several more branches in Sarawak, namely is Bintulu in early 2018, while in Kuching opened in 2019 and opened branches in Sabah this year.

The ingredients used in this products have been approved by the Ministry of Health Malaysia (MOH) and does not use any chemicals such as Parabens, SLS and Soap. Faith Fleur products is "Halal and Mesra Wuduk". In addition, this product helps get rid of lice, repair damaged hair, soften and moisturize dull dry hair, reduce hair loss, get rid of dandruff, get rid of puffiness and a foul smell. Not only that, this product also helps the problem of premature gray hair and promotes hair growth by supplying adequate nutrients.

After that, the vision of this product is in 2030, Faith Fleur will be the trusted hair care brand for 100 million people in Asia. Now, Faith Fleur has more than 1000 of active dropship under CTYMARY Resources SDN.BHD and has produced 1000 millionaires Faith Fleur. Other than that, Faith Fleur also have its own factory in Peninsula, Sabah and Sarawak which is mean they also own saloon and outlets in

every state. Last but not least, Faith Fleur also has 500 types of quality and trusted product range.

Other than that, Faith Fleur wants to help more people who are in need to become a success with business and not only that they can help others too. I hope that Faith Fleur will always thrive and become the No.1 hair care product range in Malaysia and can help more people out there.

1.0 PROJECT DESCRIPTION - BEFORE ACTIVITY



FAITH FLEUR BY CTYMARY

The reason I chose Faith Fleur as my business Agent is that I want to build a business to strengthen the religious and national economy. I also want to help many people to generate income such as housewives, students, unemployment working and so on. Not only that, this business can also educate the public about financial management awareness. Not to forget my main purpose of registering as an agent under Faith Fleur is to help my family as the eldest of three siblings. The real purpose of I want to join this business is to help many people who suffer from hair damage such as hair loss, dandruff, dry hair and so on.

I also have experienced severe hair loss and one of the sellers of Faith Fleur introduced a shampoo which is hair loss shampoo under Faith Fleur. After trying hair loss shampoo for a few months, my hair is falling out less and even softer and healthier. From there I thought of becoming a Faith Fleur sales agent as I wanted to help more people who were suffering from hair damage. Furthermore, this Faith Fleur has many benefits and advantages such as promoting hair growth, strengthening hair roots, nourishing the hair and improving the quality and appearance of hair.

I chose this product for my business activities because the agent concept does not require too high capital and can also be an online business such as through Facebook, Instagram and Whatsapp for my own profit. In addition, the agent has to take a registration fee once with the product for example pay a fee of RM550 along with the product once. I as an agent have to hold stock because I have a dropship that needs

stock at any time. Not only that, the stock of goods is also charged according to the distance place such as Sabah/Sarawak at a charge of RM8 and the Peninsula at a charge of RM12. I as an agent also need to show how to postage to customers, sell well such as not cheating buyers and make live or video on social media how to use Faith Fleur products properly.

Next, there are various products offered by Faith Fleur that can attract many customers to join the business and buyers also have good feedback because this product is very effective on damaged hair. I also choose products based on interests and hobbies because it will help and be able to get to know a product in more detail and help me to make sales. My target market is to anyone with hair problems. This is because, Faith Fleur has a variety of products to overcome hair problems such as hair loss shampoo, dandruff shampoo, hair mask and more. This product can also attract customers and is very suitable for use by all communities in Malaysia and abroad. Besides that, a very popular Malaysian artist, Era Fazira, really liked Faith Fleur's products until she accepted an application to be an ambassador so that these products continue to fly high with the quality they have.

1.1 Duration of the activity

I have started my business as Agent Faith Fleur on 2nd May 2022 and now it has been 4 weeks I have been struggling in this business. In these 4 weeks, my business is running smoothly and a lot of customer requests regarding Faith Fleur products. This is because, this best-selling product is sold on social media and can even open an outlet anywhere. I hope that during these 4 weeks I can continue the business so that I can enjoy my sales profits from time to time. Not only that, I also dream of becoming a successful stockist and being able to open an outlet in my own name. I will run my business until I can be a successful career woman. This is because a successful business can give me a lot of money and I also have a lot of experience throughout my joining this business like taking classes from entrepreneurs who have been successful. So, in this business I got both my parents to lighten the load of 3 siblings. Not only that, during this Covid-19 season hit, there were a lot of unemployed employees and I had the opportunity to help them generate income the right way. I was finally able to start my dream business and help the community.

1.2 Where the activity is carried out

I run a home operating business simply because it is an online business. I also take up online marketing to develop and advertise my business. The use of my business platform done online such as creating ads on Facebook, making short videos or live to attract a lot of people. For example, make a live post on Facebook at night because that's when customers see a lot of social media. Moreover, social media is the most direct form of business to consumer communication. I can now easily contact customer service representatives via social media. I can also receive, review and respond to customer complaints faster and easier than ever before. Social media allows me to communicate in their own time.

1.3 THE BENEFIT OF THE PRODUCT

1. HAIR LOSS / DANDRUFF SHAMPOO AND CONDITIONER



DANDRUFF SHAMPOO & CONDITIONER



HAIR LOSS SHAMPOO & CONDITIONER

Hair loss shampoo and dandruff shampoo are very popular compared to other products because they have many positive effects on customers. Among them is to help reduce hair loss and promote hair growth. Eliminating dandruff and preventing scalp dryness makes your hair lush and black shine. This product is also for hair with severe dandruff and hair loss.

2. HAIR SERUM - 65ML



Hair care is a challenge for women and for those who are always busy with career commitments as well as with family. Among the factors that make this serum a consumer craze is its ablution friendly. Users do not have to worry if they use it when performing prayers. For the knowledge of customers, this Faith Fleur Serum is a 'HOT SELLER' item with an affordable price of only RM20. Faith Fleur Hair Serum

comes in a size of 65 milliliters (ml) which is water -based and smells soft and fresh. Not only that, this serum also helps treat dandruff and dry scalp problems. Among the ingredients found in Faith Fleur Serum is Cyclopentasiloxane which gives softness and shine to the hair. This will increase the user's confidence to be more enthusiastic and confident in front of the community.

3. HAIR MIST - 150ML



This hair mist also attracts many customers. This is because this product can resolve hair that smells of dandruff. Not only that, hair mist can provide moisture to the hair, nourish the hair, protects hair from sunlight and the heat effects of hair grooming and avoid split ends. The price of this hair mist is also affordable with a price of RM39.90 per bottle.

4. MINI HAIR TONIC - 45ML



One of the interesting benefits of hair tonic is its ability to moisturize the hair and reduce split ends. Not only that, most hair tonics are made from natural oils to help moisturize and smooth the hair. Natural oils act as a protector to the hair follicles to

give the hair a thickening effect on the hair. And hair tonic can also be used every day. This mini hair tonic can also be taken anywhere and fit in a bag.

5. HAIR MASK - 120ML



This hair mask is also very popular because hair masks are much in demand by women. They don't have to bother and waste money at the Saloon because this hair mask can help women's damaged and dry hair. The benefits of this hair mist can also help get rid of dandruff, reduce hair loss and strengthen hair.

2.0 PROJECT OUTCOME - AFTER ACTIVITY

The Cash Flow Statement shows the inflows and outflows of cash in the business. It is very important in the process of knowing the profit and loss in the business and it is also important to know the level of cash and working capital required in the company. Thus, the cash flow report determines whether the company has sufficient capital to achieve the desired target. From a month of my experience in this business, I managed to earn RM667.60 from total sales. Therefore, below are the cash flow details.

Cash on Delivery (COD): RM 5.00 - RM 10.00

Postage: RM8.00 - RM12.00 (WM & EM)

SIMPLE CASHFLOW RECORD					
PRODUCT	NO OF UNITS TAKEN/ PREPARED	REVENUE DAILY (SELLING PRICE X UNIT SOLD)	NO. OF UNITS SOLD	COST INCURRED	PROFIT
WEEK 1					
HAIR LOSS & DANDRUFF SHAMPOO 250ML	3	RM40 x 3 = RM120	3	RM32 x 3 = RM96	RM120 - RM96 = RM24
HAIR LOSS & DANDRUFF CONDITIONER 250ML	3	RM40 x 3 = RM120	3	RM32 x 3 = RM96	RM120 - RM96 = RM24
HAIR SERUM 65ML	3	RM20 x 3 = RM60	3	RM16 x 3 = RM48	RM60 - RM48 = RM12
TOTAL FOR WEEK 1		RM300		RM240	RM60

WEEK 2					
HAIR LOSS & DANDRUFF SHAMPOO 250ML	5	RM40 x 5 = RM200	5	RM32 x 5 = RM160	RM200 - RM160 = RM40
HAIR LOSS & DANDRUFF CONDITIONER 250ML	5	RM40 x 5 = RM200	5	RM32 x 5 = RM160	RM200 - RM160 = RM40
HAIR SERUM 65ML	5	RM20 x 5 = RM100	5	RM16 x 5 = RM80	RM100 - RM80 = RM20
HAIR MIST 150ML	3	RM39.90 x 3 = RM119.70	3	RM32 x 3 = RM96	RM119.70 - RM96 = RM 23.70
TOTAL FOR WEEK 2		RM619.70		RM496	RM123.70
WEEK 3					
HAIR LOSS & DANDRUFF SHAMPOO 250ML	8	RM40 x 8 = RM320	8	RM32 x 8 = RM256	RM320 - RM256 = RM64
HAIR LOSS & DANDRUFF CONDITIONER 250ML	8	RM40 x 8 = RM320	8	RM32 x 8 = RM256	RM320 - RM256 = RM64
HAIR SERUM 65ML	8	RM20 x 8 = RM160	8	RM16 x 8 = RM128	RM160 - RM128 = RM32
HAIR MIST 150ML	5	RM39.90 x 5 = RM199.50	5	RM32 x 5 = RM160	RM199.50 - RM160 = RM39.50
MINI HAIR TONIC 45ML	2	RM38 x 2 = RM76	2	RM33 x 2 = RM66	RM76 - RM66 = RM10

TOTAL FOR WEEK 3		RM1,075.50		RM866	RM209.50
WEEK 4					
HAIR LOSS & DANDRUFF SHAMPOO 250ML	10	RM40 x 10 = RM400	10	RM32 x 10 = RM320	RM400 - RM320 = RM80
HAIR LOSS & DANDRUFF CONDITIONER 250ML	10	RM40 x 10 = RM400	10	RM32 x 10 = RM320	RM400 - RM320 = RM80
HAIR SERUM 65ML	10	RM20 x 10 = RM200	10	RM16 x 10 = RM160	RM200 - RM160 = RM40
HAIR MIST 150ML	6	RM39.90 x 6 = RM239.40	6	RM32 x 6 = RM192	RM239.40 - RM192 = RM47.40
MINI HAIR TONIC 45ML	3	RM38 x 3 = RM114	3	RM33 x 3 = RM99	RM114 - RM99 = RM15
HAIR MASK 120ML	2	RM69 x 2 = RM138	2	RM63 x 2 = RM126	RM138 - RM126 = RM12
TOTAL FOR WEEK 4		RM1,491.40		RM1,217	RM274.40
TOTAL FOR 1 MONTH		RM3,486.60		RM2,819	RM667.60

I am grateful to be able to join Faith Fleur's business because I can make a very lucrative profit. I also give myself from dropship to agent because I want to help many more to join the business at a low price. Despite the many obstacles and challenges I have faced throughout running this Faith Fleur business, I remain strong in helping the community suffering from hair loss. Furthermore, throughout Covid-19 this is my chance to attract dropship and I also dream of opening an outlet in my name.

Nevertheless, I am thankful to be able to continue my business in these 4 weeks and hope I continue to be strong in the face of challenges. Not only that, I am also happy to be able to help many people with hair loss and be able to meet customer request. As I mentioned before, Faith Fleur is the focus of many people and in high demand as many have started their own businesses during this pandemic. I also think I can't continue this business but many support my business, especially family, friends and the surrounding residents.

On top of that, I've also made mistakes in managing stock and confusion throughout holding some dropship people. I also used to post wrong stock and less quantity due to dropship. It was my own fault as I was supposed to make a double confirmation to recheck the quantity of stock to be shipped to dropship before I continue. However, I am thankful that my dropship understood that my condition of managing a lot of things and not being angry with me. I also take a lot of business classes to get more knowledge to guide dropship towards goodness. Not only that, I need to teach dropship to manage cash flow so that I can manage finances for the future and be able to manage stocks well.

Finally, the narrowness of space and time. My affairs can be managed well at home. I don't have anything the store is so difficult for customers to come in to place an order. I don't have an outlet yet, so I just able to interact with customers via WhatsApp, Facebook and Instagram. Plus, I am a full -time university student. I have a hard time allocating time to study and make customer bookings. My classes are also only free on Fridays and that is my chance to manage my business well. I prefer to use my free time to manage stock, post stock to my customers and dropship so they can get the stock as soon as possible.

3.0 BUSINESS MODEL CANVAS

<p>KEY PARTNERS</p> <ul style="list-style-type: none"> ➤ J&T ➤ WhatsApp group ➤ Bank Nasional Berhad 	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> ➤ Doing product promotion. ➤ Packing the product. ➤ Upload short video tutorial on Facebook. 	<p>VALUE PROPOSITIONS</p> <ul style="list-style-type: none"> ➤ This product is suitable for those who suffer from hair loss, dandruff, dry and dull hair. ➤ This Faith Fleur product can help reduce problematic hair and the price of this product is also not too expensive. ➤ Save money and save our time how to solve small problems like severe hair problems. ➤ The product's offer 	<p>CUSTOMER RELATIONSHIPS</p> <ul style="list-style-type: none"> ➤ Feedback customer. ➤ Testimony. ➤ Membership rewards. ➤ Receive the free gifts. ➤ Sales of the product 	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> ➤ Students. ➤ Housewife. ➤ Students whose stayed in a rent house.
<p>KEY RESOURCES</p> <ul style="list-style-type: none"> ➤ Financial ➤ Human. 		<p>CHANNELS</p> <ul style="list-style-type: none"> ➤ WhatsApp ➤ Instagram ➤ Facebook 		
<p>COST STRUCTURE</p> <ul style="list-style-type: none"> ➤ Product cost ➤ Delivery cost ➤ Postage cost 			<p>REVENUE STREAMS</p> <ul style="list-style-type: none"> ➤ Online transaction ➤ Promotion ➤ Postage charges ➤ Membership fees ➤ Product selling 	

4.0 EXPERIENTIAL LEARNING

For those who are just starting a business, in my opinion try to reduce risk and try to dare to do new things. I started by selling other people's products. I also used to start with small capital, did not know the meaning of business and less risk to sell products. I kind of had no latent talent, so I started as a dropship until I could reach out as an agent. Through dropship so my agent learned how to market the product on social media. Since I am a full-time student, being an agent is not easy because I have to divide managing the business and doing school work. I also always post items to dropship or customers on weekends because that time I will return home and it is easy for me to post the items. I feel happy and satisfied when there are buyers who buy the products we sell and give good feedback after using the products. Customer trust is important in convincing customers that the product or service offered really exists and is not a scam.

Another reason why I am interested in joining a business under Faith Fleur because HQ sells a lot of products such as hair serum can Buy 2 Free 1 for RM40. This is because this product is very hard to sell because this product can be used for months and saves money. Especially, the hair serum is very marketable because it can be used by small children for 6 months and above. In addition, as an agent should always provide continuous support to dropship so that they dare to do new things and do not give up to do business. Not only that, always give daily motivation from the leaders and founders themselves in Zoom or Google Meet. That will be the successor of your spirit, that will be the generator and burner of the spirit. We at Faith Fleur are not a business entity, but actually a big family. After that, this Faith Fleur product also has low capital and is easy to sell. The minimum to register as an agent is only RM550 for 50 units of serum and a lifetime commitment fee. Make it serious, ask the leader and and keep asking if in doubt in doing something in business. This is because, hair serum can be sold 3 bottles in one week.

The term in business is marketing. The language is easy to call ads like using a little soft selling technique. Diligent promotion on all existing social media such as Facebook, Instagram and WhatsApp to promote my sales product by uploading customer's feedback, short video and product's photos. In addition, we also need to be

active in the business world so that we remain energetic and have a smart mind to find anyone who has hair problems. This hair product is much in demand because of its affordable price and has a very good effect on the hair. Sometimes customers direct private message to me because they see a short video of how to use hair serum. Not only that, I also need to tell my story before entering the business world with a capital of 0 to reach a profit of several hundred in 1 month. I also taught them to calculate profits, spend money to buy stocks and most importantly save the money for future.

5.0 CONCLUSION

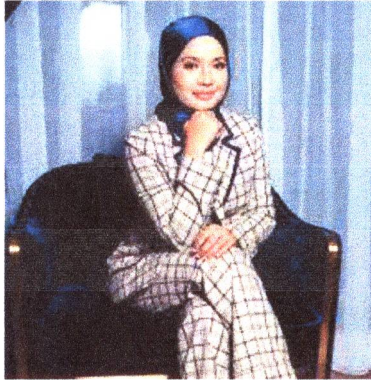
So, my recommendation for those who are just starting a business, in my opinion is to try to reduce the fear of starting something new that can guarantee the future. I'm trying to start selling other people's products. Also, I started with a small capital and lack of knowledge about business. In the past, I had no hidden talent in business, so I started as a dropship until I could become an agent. Then, through Agent I learned many things like how to market products on social media, manage stock and manage cash flow. Since I am a full time student, being an agent initially was the right choice as I had to keep stock and also ship items to customers and dropship. So, I was able to learn all those things with my own efforts and also support from family and friends. Although the profit is enough for a bite of rice, but I am still grateful and happy when the community realizes that they treat their hair with Faith Fleur products. My purpose in selling this product is to help many people who have hair problems because I have experienced the same thing so here is my chance to help many more people. In this business also need to be prepared to face any challenges such as lack of time to manage business affairs. Not only that, we must also diligently make promotions on all the social media I have like Instagram, Facebook and WhatsApp. We gained a lot of knowledge in terms of taking the hearts of customers, good at dealing and confident in ourselves. Consistency is the key to success.

MyENT REGISTRATION - MyENT CERTIFICATE

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MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Hybrid
Bidang Perniagaan yg diceburi	:	FAITH FLEUR
Tempoh Berniaga	:	1 MONTH
No. Pendaftaran Perniagaan	:	-
URL Perniagaan	:	-
Alamat Premis Perniagaan	:	-
Tarikh Mendaftar	:	13 Jun 2022
Tarikh Kemaskini	:	14 Jun 2022
Tarikh Cetak	:	14 Jun 2022
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APPENDICES

1. FOUNDER OF THE PRODUCT



2. MY PICTURE AS A AGENT



3. CUSTOMER'S FEEDBACK



4. MY STOCK



5. PROMOTE THE PRODUCT

