



اَوْنَبُورِ سَيِّتِي تَيَكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF PUBLIC ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA OF PUBLIC ADMINISTRATION

AM 110 5A

ENT 300 – FUNDAMENTALS OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT: BUSINESS OPPORTUNITY

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1.0 EXECUTIVE SUMMARY

Business opportunities are all about how we coincide the case study and business and implement it to our business plan to become a successful entrepreneur, and also how we classify any course of production from beginning to end. In other words, business opportunities are about how we can be successful entrepreneurs. Additionally, it offers us a strategic plan for determining any problems that may exist within this company.

In this report, I will discuss my experience running a small business on my own. Andamara.co is the name of my company, which produces handmade jewellery that focuses on creating earrings. Local people can own these handmade earrings because they are considered to be more authentic, genuine and meaningful as compared to those assembled in a factory.

With this business opportunity, I will be able to gain some business experience. There are many things I can learn while running this business. For example, with this business opportunity, I can hone my soft skills and improve my communication abilities. To attract more customers and manage the business effectively, good soft skills and excellent communication skills are required.

As for this online business, all pieces that are made are home based. This will make it much easier for me to ensure that my business runs smoothly despite of having physical classes. This will teach me how to multitask, effectively manage my time and stay organised.

In conclusion, based on this business opportunity, I will learn how to relate to and recognise each stage to go forward and minimise the challenges we face.

2.0 MYENT REGISTRATION

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2019423258
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Program Pengajian	:	DIPLOMA PENTADBIRAN AWAM
Fakulti	:	Faculty of Administrative Science & Policy Studies
Kampus	:	Sarawak
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Aksesori Dan Bekalan Jahitan
Tempoh Berniaga	:	1 minggu
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://www.instagram.com/andamara.co/
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	16 May 2022
Tarikh Kemaskini	:	17 May 2022
Tarikh Cetak	:	17 May 2022
<p><small>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.</small></p> <p><small>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.</small></p>		
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PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

3.0 Project Description

Andamara.co is located at my very own home, Sublot 2 Lot 558, Blok 4 Std, Jalan Brayun 95000 Sri Aman, Sarawak. This project will offer a great selection of handmade earrings jewellery in various designs, colours and sizes. All of the pieces will be designed and created by the owner. This will stock a wide selection of jewellery and will offer a service to make custom pieces for shoppers through Direct Messages. All sales for the business will be operate via online platform such as Instagram.

Andamara.Co will concentrate on a single primary market: women. My main focus is marketing efforts on women and those who like to dress up for special occasions. I sell ready-made items to these customers or suggest colour combinations and styles for various outfits and occasions, demonstrating my knowledge of fashion design and customer service geared toward individual shoppers.

Trends in this industry are in my favour. Pearls are popular due to their distinct natural colour and features, as well as the fact that they are inexpensive and suitable for both formal and informal occasions. Pearls can complement and dress up any woman's outfit.


4.0 Business Model Canvas (BMC)

<p>(8) Key Partners</p> <ul style="list-style-type: none"> • Employees • Suppliers <p style="text-align: center;">?</p>	<p>(6) Key Activities</p> <ul style="list-style-type: none"> • Marketing • Production • Sales <p style="text-align: center;">?</p>	<p>(2) Value Proposition</p> <ul style="list-style-type: none"> • Varieties designs • Affordable price • Consistent high-quality product <p style="text-align: center;"><i>What's the product!</i></p>	<p>(5) Customer Relationships</p> <ul style="list-style-type: none"> • Direct Sales • Communication on social media platform <p style="text-align: center;">/</p>	<p>(1) Customer Segments</p> <ul style="list-style-type: none"> • Adults • Elders • Kids • Community <p style="text-align: center;">/</p>
<p>(9) Cost Structure</p> <ul style="list-style-type: none"> • Stocks of product • Delivery cost <p style="text-align: center;">?</p>	<p>(4) Channels</p> <ul style="list-style-type: none"> • Advertisement in social media (WhatsApp, Facebook, Instagram) <p style="text-align: center;">/</p>	<p>(3) Revenue Streams</p> <ul style="list-style-type: none"> • Cash • Internet sales • Distribution <p style="text-align: center;">?</p>		

5.0 PROJECT OUTCOME

After one week as a business owner, I was able to sell a few items to customers who were interested in the offer. Here is the simple weekly financial statement.

		AMOUNT (RM) (-)	AMOUNT (RM) (+)
	INCOME		
1.	Earring Sales (2th May 2022 -8 th May 2022		250.00
2.	COD Charge		20.00
3.	Round Off		0.20
	Total Income		470.20
	EXPENDITURE		
1.	Pearls	50.20	
2.	Hoops/Hooks	39.00	
3.	Paperbag	20.50	
4.	Jewellery Pliers	30.00	
	Total Expenditure	139.70	
	Net Profit	RM 330.50	

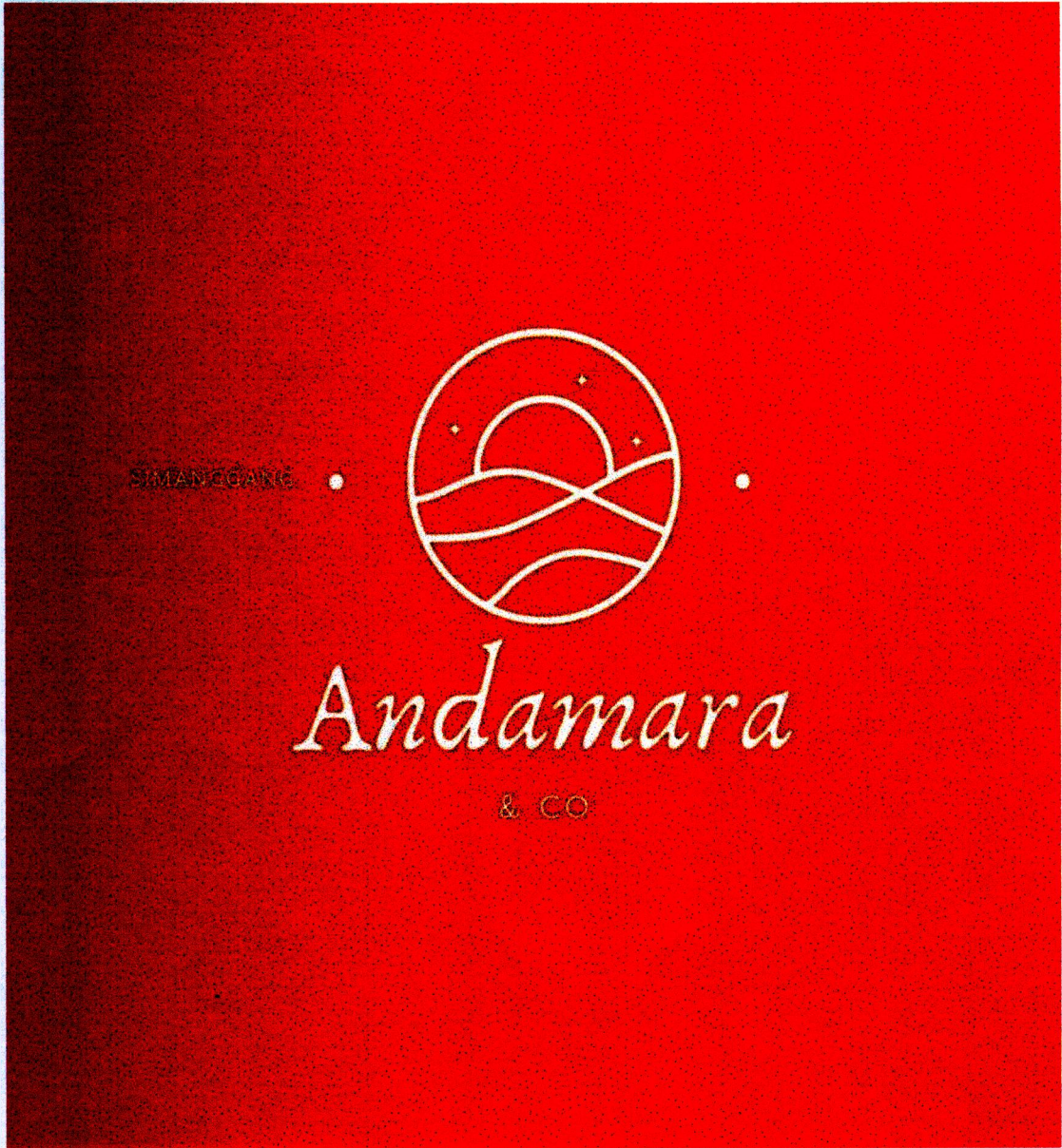


6.0 EXPERIENTIAL LEARNING

Experiential learning emphasises learning by doing, which is acknowledged as one of the most effective teaching methods for giving students with the opportunity to internalise content and is largely embraced by students (Meyers & Jones, 1993). Because the student's journey through the four phases of experiential learning inspires and drives the educational process, experiential learning is student-centered as opposed to teacher-centered (Kolb, 1984). This business opportunity was created with the intention of exposing students to real-world business. Through this business opportunity, students can explore the entrepreneur process, from idea to entrepreneur endeavour. The most important component of this procedure is deciding whether a business idea is viable. The impetus for a business endeavour is a business opportunity which consists of a collection of market conditions that enable a business concept to be implemented. There are several approaches for evaluating and validating a business concept.

Personal development is one of the things I learn as a result of running this firm. Personal growth is an essential component of lifelong learning. It is crucial to your ability to learn, reflect, and realise your full potential. Following is Productivity. A learned skill is required to use technology as a tool rather than a distraction. As you grow more active, meet more people, and commit to more things, it is crucial for your success to maintain productivity. Moreover, the subject from which I learn the most is Leadership. Effective leadership is necessary for success. Without it, organisations fail, individuals lose interest, projects are unfinished, and objectives are not achieved.

7.0 APPENDICES





8.0 Feedbacks

