



اَوْنِبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)



A2 : BUSINESS OPPORTUNITY

Shirts co. – bundle

PREPARED BY:

NURSHAFINA NATRAH BINTI MOHD USOP @ MOHD YUSUF

2020109459

AM1105B

PREPARED FOR:

Dr. SITI MARDINAH ABDUL HAMID

Handwritten signature in red ink, appearing to be 'Siti Mardinah Abdul Hamid'.

TABLE OF CONTENT





DETAILS	PAGE NUMBER
Cover page	0
Table of content	1
Executive Summary	2
1.0 MyENT registration – MyENT Certificate	3
2.0 Project description	4 – 6
3.0 Business Model canvas (BMC)	7
4.0 Project Outcome	8 – 10
5.0 Experiential Learning	11 – 12
6.0 Conclusion	13
7.0 Appendices	14-15

Executive summary

For subject Fundamental Of Entrepreneurship (ENT300) I was given a task to run a business as a part of my assignment project. To fulfil this task I am decided to open a bundle business. This business start with RM 10. I believe that with my interest in clothing will help me making sure this business will thrive in the future. I am making sure that this shop will sell the clothing with the affordable price. In this business I only focusing more on the shirts rather than other attires. The product that I sell are all in high-quality material even though bundle are known as something that was once used. I chose to run this business because of my own interest in the bundle shirt itself. I also want to make sure old clothes that some people do not use still have value and find those that are interested. It can also increase my understanding of how this bundle business works like how and where they get the clothes and how they segregate the product as there is a defect in the shirt then the product should not be sold to customers or the shirt has its own value because it is a branded item .

1.0 MyENT registration – MyENT Certificate

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2020109459
Nama	:	NURSHAFINA NATRAH BINTI MOHD USOP @ MOHD YUSUF
Program Pengajian	:	DIPLOMA PENTADBIRAN AWAM
Fakulti	:	Faculty of Administrative Science & Policy Studies
Kampus	:	Sarawak
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Offline
Bidang Perniagaan yg diceburi	:	Pakaian dan Kelengkapan
Tempoh Perniagaan	:	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://www.instagram.com/p/CdXSqPnpSmS/?igshid=YmMyMTA2M2Y=
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	12 Jun 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	12 Jun 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>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH		
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

<p>Sweeter</p> 	<p>M</p> <p>Shoulder {42 cm}</p> <p>Arm {58 cm}</p> <p>Length {62 cm}</p> <p>Chest {87 cm}</p> <p>Waist {82 cm}</p>	<p>RM 10</p>
<p>PADINI Ladies' Cloth</p> 	<p>S</p> <p>Shoulder {35.5 cm}</p> <p>Arm {45 cm}</p> <p>Front length {63 cm}</p> <p>Back length {71 cm}</p> <p>Chest {88 cm}</p> <p>Waist {92 cm}</p>	<p>RM 15</p>
<p>Nicole</p> 	<p>S</p> <p>Shoulder {35 cm}</p> <p>Arm {54 cm}</p> <p>Length {81.5 cm}</p> <p>Chest {98 cm}</p> <p>Waist {103 cm}</p>	<p>RM 15</p>
<p>Hoodie shh~</p> 	<p>L</p> <p>Shoulder {52 cm}</p> <p>Arm {59 cm}</p> <p>Length {60 cm}</p> <p>Chest {99 cm}</p> <p>Waist {94 cm}</p>	<p>RM 15</p>

<p>Polo Shirts</p> 	<p>XS</p> <p>Shoulder {35 cm}</p> <p>Arm {59 cm}</p> <p>Shirt {60.5 cm}</p> <p>Chest {94 cm}</p> <p>Waist {86 cm}</p>	<p>RM 15</p>
<p>Hoodie Maiden~</p> 	<p>L</p> <p>Arm {58cm}</p> <p>Shoulder {50 cm}</p> <p>Length {59 cm}</p> <p>Chest {98 cm}</p> <p>Waist {92 cm}</p>	<p>RM 15</p>

Various types of efforts have I made to promote this business of mine. One example of my efforts is as mentioned earlier I have been promoting these shirts on social media. I chose to promote this shirt on Instagram called shirt_s.co. This is to attract people's interest about the business I run. Apart from that, Instagram is a platform where I am active in it and this is able to prevent me from being overlooked so that I can run this business actively. I have also told my customers that every product I sell has been fully sanitized. So they don't have to be afraid to buy it.

3.0 BUSINESS MODEL CANVAS (BMC)

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ol style="list-style-type: none"> Shopee Instagram 	<ol style="list-style-type: none"> Promotions Delivery service 	<p>This business is able to attract people's interest bought used clothes and this is able to reduce wasted clothes out there and provide cheap prices for people who cannot afford</p>	<ol style="list-style-type: none"> Instagram Personal friend 	<ol style="list-style-type: none"> Teenagers Adult
<p>Cost Structure</p> <ol style="list-style-type: none"> Sales Marketing 		<p>Revenue Streams</p> <ol style="list-style-type: none"> Promotions 2. Online banking 3. Cash on delivery 		

4.0 PROJECT OUTCOME

From one month of my experience into this business, I managed to obtain RM 105 of total sales. I have been promoting these shirts with close friends at first. It is because I know some of my close friends who have similar interests and in turn have fashion sense like the shirts I am promoting. At the suggestion of my friend, I have opened an Instagram account to promote the shirts that I sell. With their help as well, I am able to attract the interest of others to buy the shirts that I sell. So, the high demand of this business came from people that have the same interest. I have deducted the cost of goods sold and expenses that I incurred during the activity, I got net profit as much as RM 98.

Revenue – Cost = Profit

RM 105 – RM 7 = RM 98

Simple Cashflow Record					
Date	No and name of units taken	Revenue daily	No. of units sold	Cost Incurred	Profits
Week 1	1 - • J.PRESS	RM20	1	RM 1	RM20 – RM 1 = RM 19
Week 2	2 - • Nicole • Sweeter	RM 15 + RM 10 = RM 25	2	RM 1 x 2 = RM 2	RM 25 – RM 2 = RM 23
Week 4	2 -		2	RM 1 x 2 = RM 2	

	<ul style="list-style-type: none"> • Polo Shirts • PADINI Ladies' Cloth 	RM 15 + RM 15 = RM 30			RM 30 - RM 2 = RM 28	
Week 5	2 -	<ul style="list-style-type: none"> • Hoodie shh~ • Hoodie Maiden 	RM 15 + RM 15 = RM 30	2	RM 1 x 2 = RM 2	RM 30 - RM 2 = RM 28
TOTAL			RM 105		RM 7	RM 98

For some people, they think this bundle business is something simple where the seller just sells the clothes and the modal used is not too big and heavy. However, the public needs to know that due to the covid-19 case in Malaysia, people are quite afraid to buy a used clothes for reasons of personal safety. Not only that, the public's interest in this bundle shirt is also relatively less than the shirts released in the market. One of the reasons we know is that the design or style of the shirt is a bit outdated and not in line with current trends. Therefore, I have to choose clothes carefully and details so that the clothes I sell do not look too old or not up to date.

Next, my communication and the buyer is also too limited because the distance between us is quite far and we only communicate via Instagram only. Last but not least is a matter of time. I who am still studying have to divide my time to study physically at school and at the same time I have to go out to post clothes that have been bought by customers. Due to this issue

I use my vacation time to deliver the goods to the express post for buyers who are outside my area of residence and at the same time I have to make sure the goods arrive in a safe condition to the customer.



	<ul style="list-style-type: none"> • Polo Shirts • PADINI Ladies' Cloth 	RM 15 + RM 15 = RM 30			RM 30 - RM 2 = RM 28
Week 5	2 - <ul style="list-style-type: none"> • Hoodie shh~ • Hoodie Maiden 	RM 15 + RM 15 = RM 30	2	RM 1 x 2 = RM 2	RM 30 - RM 2 = RM 28
TOTAL		RM 105		RM 7	RM 98

For some people, they think this bundle business is something simple where the seller just sells the clothes and the modal used is not too big and heavy. However, the public needs to know that due to the covid-19 case in Malaysia, people are quite afraid to buy a used clothes for reasons of personal safety. Not only that, the public's interest in this bundle shirt is also relatively less than the shirts released in the market. One of the reasons we know is that the design or style of the shirt is a bit outdated and not in line with current trends. Therefore, I have to choose clothes carefully and details so that the clothes I sell do not look too old or not up to date.

Next, my communication and the buyer is also too limited because the distance between us is quite far and we only communicate via Instagram only. Last but not least is a matter of time. I who am still studying have to divide my time to study physically at school and at the same time I have to go out to post clothes that have been bought by customers. Due to this issue

5.0 EXPERIENTIAL LEARNING

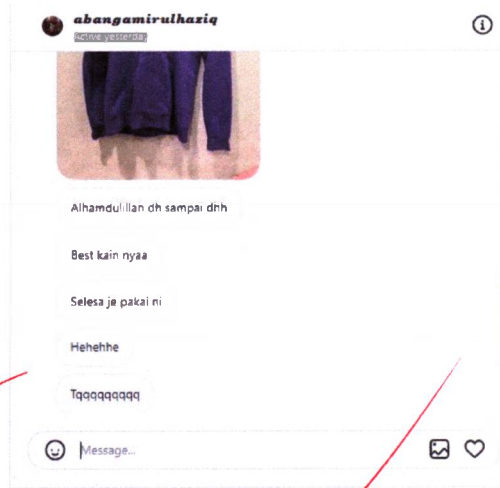
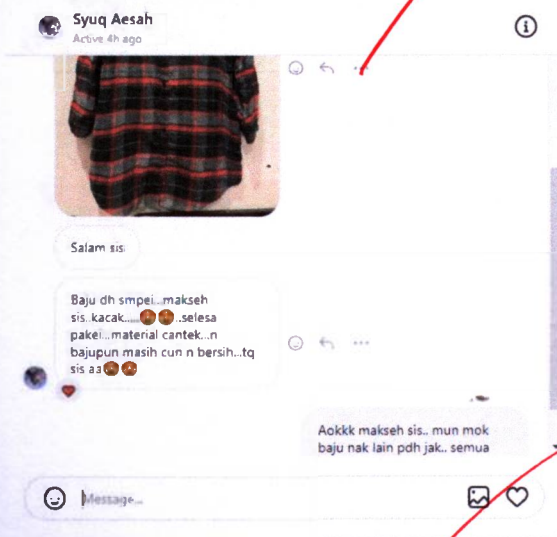
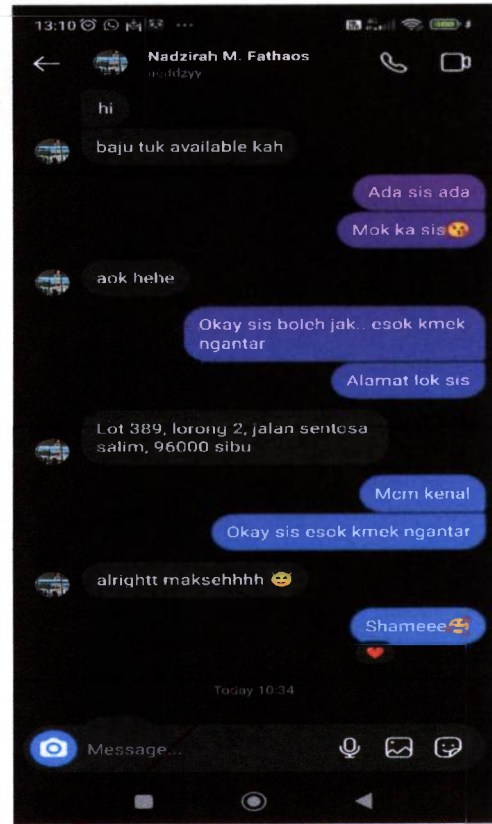
Through this business various kinds of things I can learn. This used clothes business is my first business in my life. It helped me a lot in improving myself and helped me overcome my weaknesses all this time. I am satisfied with the results of my business because it is the result of my own efforts and also the help of my friends and family in promoting this business. With this business I was able to learn to manage time better and more efficient. This is because, previously I was a person who was not very good at managing my time and my free time was filled with less beneficial activities. However, after opening this business, I am better at filling my free time with more beneficial activities such as promoting, delivering my sales items to customers and so on. I used to use my free time more by lying down and playing mobile phone after opening this business to become a more productive person and move more than before. This business really taught me to be a better person when it comes to the times. Next, with this business I became more open with new people. I who used to be quiet and preferred to socialize with close friends became more friendly and got to know new people. This is because, this business has taught me to communicate with new people and make new friendships along with others. So, this indirectly helps me further improve my communication skills and makes me become a more open person with the new environment.

This business also made me realize that being cheap isn't necessarily bad. This is because, at the beginning of opening this business I did not believe that the capital I used was only RM10 and I also thought that the clothes I bought on the SHOPEE app were not as good as I wanted. However on the basis of wanting to try and limited capital I bought it as well. My assumptions were wrong and the shirts that reached me were the majority of the stuff that was still nice and can be used. This really opened my eyes that the used items are not all bad and there are still some that are wearable and still in good condition. To ensure that my business stays running, I will improve the way I promote by opening another social media account. It is

6.0 CONCLUSION

In conclusion, this is the first business I run. It has had a very positive impact on my life. So with that, this business has really made a huge impact in my life. This was probably the beginning for me and it was a very exciting experience. Last but not least, I will try to ensure that my business will continue to run because of the various benefits I have gained from this business. Although this business is only a small business but I will make sure it can last a long time. As we know it is all about effort. If there is an effort to improve ourselves, we will definitely get the success we want. So, I will make sure this business is able to run for a long time until I achieve the success I want.

7.0 APPENDICES



z//
Active 7m ago

May 24, 2022 12:56 pm

Hi sis

Baju dah dapatt

Cantek jee. masih baru ja walaupun dah penah pakai

Harga pun murah

Nanti kalau ada berkenan inshaallah repeat order lagi

Hehe

Message...  

 
Active 3h ago

_azrinaz



Hi sis! Kmk dh terimak baju kmk baju cantik & muat cun dgn kmk sik nyesal beli penghantaran pun cepat..inshaAllah next time repeat agik.thank u sis

Tq sis lain kali mun mok baju lain inform jak

Message...  

11:31 AM

Hello sis fina..baju yg sy order hari tu telah sampai dgn selamat di tangan sy. bungkusn dia pn cantik dan baju tu cun2 muat dgn sy..Thank you

Tq sis. mun mok repeat order gik boleh ajak

Message...  