

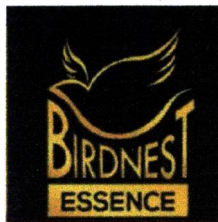


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UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY  
STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**



**A1: BUSINESS ACTIVITY ASSIGNMENT**

**BIRDNEST ESSENCE BY PNA**

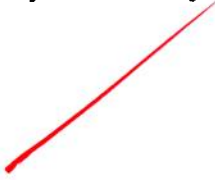
**PREPARED BY:**  
TIFFANY NARA ANAK JAMES BASSIE  
(2020531599)  
AM1105B

**PREPARED FOR:**  
DR. SITI MARDINAH BINTI ABDUL HAMID

30/6


## ACKNOWLEDGEMENT

I'm grateful for divine glory because of that I was able to do my individual project in ENT300. The task is important since I need to know and see how we can properly comprehend this case study. Thank you so much to the important individuals who assisted me in completing this project. To begin, I'd want to express my appreciation to Madam Dr. Siti Mardinah Binti Abdul Hamid, a lecturer in this topic who has provided me with a great deal of guidance. I'd also like to show my thankfulness to all of my classmates who have been working hard to complete this task throughout this time. As we all know, the university has reopened and students may now study face to face, when previously the university had been closed due to Covid-19, and we could only communicate through online. Special thanks to my family, who has always been supportive of my efforts to accomplish the project. Last but not least, I'd like to express my gratitude to everyone that assisted me in completing this individual assignment task, whether directly or indirectly.



## TABLE OF CONTENT

<b>CONTENT</b>	<b>PAGES</b>
1.0 Executive Summary	1
2.0 My ENT Registration	2
3.0 Project Description	3 - 8
4.0 Business Model Canvas	9
5.0 Experiential Learning	10
6.0 Conclusion	11
7.0 Appendices	12 - 13



## 1.0 EXECUTIVE SUMMARY

Regarding to fulfil Fundamental of Entrepreneurship (ENT300) course requirement, I need to carry out a case study. Mrs. Nadya Abdullah founded Birdnest Essence, which is a halal product. In order to complete the task, I participated in the line of business as a dropshipper situated in Kuching, Sarawak. During the case study, I need to collect all information about this PNA company to complete this assignment. I then registered under my friend's team as a dropship for Birdnest Essence By PNE. My local business is situated in the Sarawak city of Kuching. In light of this, I only offer Birdnest Essence products online. I made the decision to start an online business since I was aware that not all customers could visit a mall to make a purchase. Furthermore, I believe that purchasing goods online is secure because it is simpler for dropshippers like us to provide further information on the products, and several demonstrations may be provided through video. I always have my clients' thoughts and needs in mind when I promote high-quality products. I utilise my three main social media platforms which is WhatsApp, Facebook, and Instagram to promote my products in an effort to sell them. However, since I joined the company's group, Telegram is also one of the references. My modest internet business's sales increased because to the use of these platforms, and more women are willing to buy Birdnest Essence from me till all of the stock is sold. I consider this business to be beneficial because it helps me maintain financial stability. It is motivating many people to start their own businesses in this very dynamic era of globalisation. Many people continue to ask how and what to do in order to launch a business quickly and affordably. One of PNA's indigenous product brands is birdnest essence. PNA Legacy Sdn Bhd has still been looking for members that have a vision for their company's future and are motivated to grow it. Because Birdnest Essence offers a chance for money generation for all groups, regardless of ethnicity or religion, I chose it because of its "viral" product.

## 2.0 MYENT REGISTRATION

	<b>UNIVERSITI TEKNOLOGI MARA</b>	<b>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)</b>
<b>MASMED YOUNG ENTREPRENEUR (MyENT)</b>		
<b>SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM</b>		
No. Pelajar	:	2020531599
Nama	:	TIFFANY NARA ANAK JAMES BASSIE
Program Pengajian	:	DIPLOMA PENTADBIRAN AWAM
Fakulti	:	Faculty of Administrative Science & Policy Studies
Kampus	:	Sarawak
<b>MAKLUMAT PERNIAGAAN</b>		
Mod Perniagaan	:	Hybrid
Bidang Perniagaan yg diceburi	:	Rawatan kesihatan dalaman dan luaran
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	13 Jun 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	15 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>		
<b>SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM</b>		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

### 3.0 PROJECT DESCRIPTION

#### Product/service



Birdnest Essence by PNA is under PNA LEGACY SDN BHD owned by Puan Nadia Binti Abdullah. PNA is a short word for Mrs. Nadia Abdullah. PNA LEGACY SDN BHD was established on 15.5.2019 with only one product, Birdnest Essence and now there are 3, namely BNE (Birdnest Essence), BNFR (Birdnest Facial Radiance), and BPCS (Birdnest Propolis Collagen Soap). products under the auspices of PNA LEGACY SDN BHD. The Birdnest Essence is a skincare item disguised as a health supplement. This brand sells a range of premium goods that are up to par with global standards. Therefore, my objective is to give the greatest quality at an inexpensive price and to improve attractiveness for all ages, ethnicities, genders, and skin types in order to provide the required satisfaction. We must first care for our skin, which is why I chose this. If our skin is clean, we will spend less money on it and we will feel happier and more confident because of it. I give everyone's skin a priority because of the funding. Overall, Sabah and Sarawak only had to pay RM25 for this item.

## What is Birdnest Essence By PNA?



Birdnest Essence By PNA

One skincare product developed to improve the appearance of facial skin is essence. Additionally, it is slightly more concentrated than "toner" and has a viscosity or texture that is more liquid than serum. In essence, the essence is full of the vitamins, minerals, and antioxidants that the skin requires. Advantages of face essence. is an essence that uses the minerals and vitamins it contains to nourish the facial skin. Due to its small molecule size, the essence can easily penetrate the inner layers of the skin. In order to improve the absorption of the serum and moisturizer which work on the inner layer of the skin essence should be "applied" prior to those products.

### **BIRDNEST ESSENCE BY PNA information, content, and benefits**

Dates, cucumbers, tomatoes, dates, and swiftlet's nest essence are among the ingredients. 15ml's contents Valid free of Mercury material and passed KKM. The advantages of Birdnest Essence can lessen freckles and skin discoloration. can make skin more radiant and supple. skin's suppleness is restored. The skin appears more luminous. Make the zits smaller. tightens, revivifies, and repairs sallow skin. reduces open pores and slows down ageing. will reduce acne and level out the tone. can lessen acne scars, blackheads, and sunburn's effects.

## Ingredients Birdnest Essence By PNA



Mangifera Indica (Mango) Seed Butter, Phoenix Dactylifera (Date) Fruit Extract, Tomato extract, Pisum Sativum (Pea) Extract, Cucumis Sativus (Cucumber) Fruit Extract, Crithmum Maritimum Extract, Laminaria Ochroleuca Extract, Commiphora Mukul Resin Extract, (Triticum Vulgare Wheat) Germ Extract, Bambusa Vulgaris (Bamboo) Extract, Chlorella Vulgaris Extract, Laminaria Saccharina Extract, Brassica Campestris (Rapeseed) Sterols, Helianthus Annuus (Sunflower) Seed Extract, Algae Extract, Swiftlet extract, Hypnea Musciformis (Algae) Oriental Extract, Siges (St. Paul'S Wort) Extract, pitera extract, Nymphaea Alba (Water Lily) Flower Extract, Acetyl Glucosamine, Caffeine, Gellidiella Acerosa Extract, Coffea Arabica (Coffee) Seed Extract, Sodium Hyaluronate, Lactic Acid, Squalane and Parfum, vit c & e.

## HOW TO USE BIRDNEST ESSENCE BY PNA

First, after washing the face, drop 4 dots on the face, Next, sweep evenly all over the face. After that, let Birdnest Essence penetrate into the skin. Apply 2 times a day in the morning and night.



## Justification of product/service choice

I chose Birdnest Essence as my business dropship because I want to create a company empire that will boost both the national and religious economies. Additionally, I want to utilise company as a platform to raise the public's understanding of financial management. I also want to donate a portion of my profits to charity causes. My firm is an online dropship business, therefore all I need to operate it is a smartphone and access to the internet. Before I decided to work as a dropshipper, I discovered that I lacked confidence, was timid, was hesitant to interact with people, and was concerned that my products might not sell. This can demonstrate how joining the Birdnest Essence company changed my life, making me a better businessperson who is more courageous when dealing with customers and who receives more help and resources from the agent as well as other team members. I'm more willing to go forward and give every one of my customers the greatest service now. There will undoubtedly be a bright future, regardless of the type of firm we manage. Next are the criteria for choosing the proposed business. One of the key reasons I decided to begin working for Birdnest Essence as a dropship was because I had suffered from serious face skin disorders and felt insecure around others. The other reason I want to be in this industry is that I have received a lot of positive comments, which makes me would like to be great like them. Therefore, I believe that in order for me to succeed in this type of business, I must begin getting involved and trying new things right now. In order to expand my business opportunities, I want to build my own skincare store where I will sell Birdnest Essence and be able to explain to them the benefits of the product. This is due to the fact that all Malaysian Birdnest Essence businesses now have access to just online platform deals. In order for customers to continue choosing Birdnest Essence, I would like to provide the highest quality of our skincare product. In order to expand my business opportunities, I want to build my own skincare store where I will sell Birdnest Essence and be able to explain to them the benefits of the product. This is due to the fact that all Malaysian Birdnest Essence businesses now have access to just online platform deals. In order for customers to continue choosing Birdnest Essence, I would like to provide the highest quality of our skincare product. With the usage of this product, the effects of acne, dark brown spots, and freckles can be treated. Its advantages can also moisturise and hydrate the skin, boosting each user's confidence.

## **Target Market**

The skincare industry is growing nowadays to address a variety of customer problems. Every company has already chosen who would be its target market. Most students today must be struggling financially or under stress from their schoolwork, which prevents them from finding time to maintain their skin's health. It is also Generation X and Generation Y, not only teenagers. Remember that age is not the only factor that defines Birdnest Essence. Adults, women, and men also make up my target market. This is owing to the fact that everybody, mainly women, wishes to have gorgeous, clean, genuinely glowing, and perpetually youthful facial skin. Additionally, it will be a nightmare for anyone who has wrinkles, dry skin, acne, freckles, or dull face skin that makes them appear older than they actually are. A skin care regimen is necessary to prevent such nightmares. Following that, because it assists girls and women finish their skin care routine, this product is offered at a high grade and is very well-liked by them.

## **Distribution Strategy**

The stock I'm aiming for is 15 units for this product since I'll be a dropshipper for Birdnest Essence for a month starting on September 22, 2022. For the inexperienced, I'll try to sell this stock, and once it's all been sold, I'll add more. I was able to sell 106 pieces in 4 weeks. I was pleased that I was able to sell every piece of stock I had for the first month. I'll be receiving more stock in the upcoming month. However, I continue to make an effort to pique the curiosity of others so they will test this product by displaying customer reviews and offering a discount or freebie. Being a dropshipper for the first month has been difficult since I have to deal with a variety of customers, but I always strive to be upbeat and do my best to continue dealing with the customers. I also make money from this company. Consequently, we stand to profit greatly from this online business.

## **Platform/place activity is carried out.**

Because it is an online business, I operate from both my house and a university. The most direct method of communicating with customers is through social media. Social media has made it simple for me to contact a customer support agent. Additionally, I am now better equipped than ever to receive, examine, and address client complaints. Many times, customers can negotiate a disagreement with a corporation without even picking up the phone. I can contact with people through social media at a time that's convenient for both of us. I'll upload posters, customer reviews, quick films, and images of my things on social media sites like WhatsApp and Instagram to advertise my sales items.

## Simple Financial Statement

The business's cash inflows and outflows are displayed on the cash flow statement. Knowing the business's profit and loss and the amount of cash and working capital needed by the enterprise are both crucial steps in the process. As a result, the cash flow report establishes if the business has enough capital to reach its goal. I was able to make RM742 in total sales throughout my first month of working in this industry. the cash flow information is provided below.

Delivery Charge For Customer  
Cash On Delivery (COD): RM3 - RM10

## Simple Cash Flow Record

PRODUCT	NO OF UNIT TAKEN/PREPAR ED	REVENUE DAILY (SELLING PRICE X UNIT PRICE)	NO OF UNIT SOLD	COST INCURRED	PROFIT
<b>WEEK 1</b>					
Birdnest Essence by PNA	15	RM25 x 15 = RM375	15	RM18 x 15 = RM240	RM375 - RM270 = RM105
<b>TOTAL FOR 1 WEEK</b>		<b>RM375</b>		<b>RM270</b>	<b>RM105</b>
<b>WEEK 2</b>					
Birdnest Essence by PNA	24	RM25 x 24 = RM600	24	RM18 x 24 = RM432	RM600 - RM432 = RM168
<b>TOTAL FOR 2 WEEKS</b>		<b>RM600</b>		<b>RM432</b>	<b>RM168</b>
<b>WEEK 3</b>					
Birdnest Essence by PNA	30	RM25 x 30 = RM750	30	RM18 x 30 = RM540	RM750 - RM540 = RM210
<b>TOTAL FOR 3 WEEKS</b>		<b>RM750</b>		<b>RM540</b>	<b>RM210</b>
<b>WEEK 4</b>					
Birdnest Essence by PNA	37	RM25 x 37 = RM925	37	RM18 x 37 = RM666	RM925 - RM666 = RM259
<b>TOTAL FOR 3 WEEKS</b>		<b>RM925</b>		<b>RM666</b>	<b>RM259</b>
<b>TOTAL FOR 1 MONTH</b>		<b>RM2650</b>		<b>RM1906</b>	<b>RM742</b>

## 4.0 BUSINESS MODEL CANVAS

<b>Key Partners</b> <ul style="list-style-type: none"> <li>❖ Maybank</li> <li>❖ J&amp;T</li> <li>❖ Poslaju</li> <li>❖ ABX Express</li> <li>❖ Whatsapp Group</li> <li>❖ Telegram Group</li> </ul>	<b>Key Activities</b> <ul style="list-style-type: none"> <li>❖ Promote in all social media</li> <li>❖ Doing promotion</li> <li>❖ Demonstrate how to use the product</li> <li>❖ Got delivery service</li> </ul>	<b>Value Proposition</b> <ul style="list-style-type: none"> <li>❖ Birdnest Essence provided affordable price.</li> <li>❖ Can use in 1 or 2 months.</li> <li><del>❖ Fast respond to customer.</del></li> <li>❖ Good for those who want to fix their breakout skin</li> </ul>	<b>Customer Relationship</b> <ul style="list-style-type: none"> <li>❖ Provide discount</li> <li>❖ Promotion</li> <li>❖ Guarantee</li> <li>❖ Receive gift if buy more</li> <li>❖ Trial pack for newbie</li> </ul>	<b>Customer Segment</b> <ul style="list-style-type: none"> <li>❖ Teenagers</li> <li>❖ Adults</li> <li>❖ Students</li> <li>❖ Women and Men</li> <li>❖ A person that having a skin problem</li> </ul>
	<b>Key Resources</b> <ul style="list-style-type: none"> <li>❖ Agent</li> <li>❖ Stockiest</li> <li>❖ Store</li> </ul>		<b>Channels</b> <ul style="list-style-type: none"> <li>❖ Whatsapp</li> <li>❖ Telegram</li> <li>❖ Facebook</li> <li>❖ Instagram</li> </ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>❖ Marketing cost</li> <li>❖ <del>Sales</del> →</li> <li>❖ Delivery Cost</li> </ul> <p style="color: red; font-size: 2em; font-family: cursive;">operational cost!</p>		<b>Revenue Stream</b> <ul style="list-style-type: none"> <li>❖ Postage</li> <li>❖ Online Transaction and Bank In</li> <li>❖ Sales</li> </ul>		

## 5.0 EXPERIENTIAL LEARNING

Those who are just started out in business should, in my opinion, aim to minimise risk. I begin by promoting other people's goods. Also, start with a minimal amount of money to reduce risk. I started as a dropship agent because I didn't seem to have any secret skills. I'm thankful for a dropship agent that taught me how to market a product on social media. Being a dropship agent was initially the best decision for me because I didn't have to hold stock or even post products because everything was handled by our agents. Although the commission paid is minimal, I am glad and gratified when customers purchase the things we sell. It's satisfying to promote other person's goods. If there is an uncertain new order, goods do not have to be stored. So I launched a dropship business. At the same time, I don't have to worry about spending money on things initially; if a new order comes in, I will accept it. I do not have to post the products because of the dropship concept. The stockist or agent who posted on my behalf to the customer. J&T, Pos Laju or ABX will be used. Marketing is a phrase used in the business world. It's easy to classify the phrase as advertising. However, the advertisements do not compel individuals to buy the product and do with a friendly selling method. I promote my business actively on all of my social media accounts, including Whatsapp, Facebook, Instagram, and Twitter. Tell it over and over again since there are generally only a few people who are interested in buying in a business online for the first time, so I have to tell it again so that only the people who heard it the second time and so on remember. People are usually so preoccupied that sometimes forget to purchase.

no experiential  
learning

## 6.0 CONCLUSION

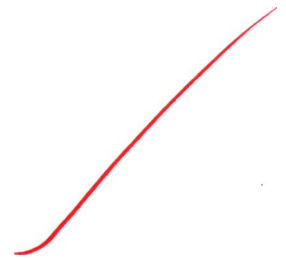
In conclusion, I believe starting a business is a great way for students to generate their own money while they are still in study. This because, since we all realize, the current economic climate frequently results in jobs lost. In addition, I think students may make money while still helping their parents. Additionally, students can discover hidden abilities like good communication and others that will be helpful to them later. All of these abilities are very helpful today, especially when someone is looking to apply for jobs. Talented individuals will always be preferred by employers over those who lack talent. Students will therefore have a fantastic opportunity to operate a business. Therefore, managing one's own company or working as an agent, dropshipper, or provider of services is not a challenge for students. Additionally, in able to thrive with other businesses, students must think effectively. Even though starting a business throughout a pandemic can be challenging, especially if we are just starting out, if we persist and figure out solutions to issues, we will undoubtedly realise our goals. After all, I really think that anything is achievable if we put in the necessary effort. Due to my personal experience, I would really like to express my sincere thanks to my family friends, lecturers, and other supports for their assistance and guidance.

## 7.0 APPENDICES

### 1. Founder of Birdnest Essence Product



### 2. My Picture as Dropship



### 3. My stock



#### 4. My Telegram team



#### 5. Customer Feedback

