



اَوْنِيُوْ سَيِيْتِي تِي كُوْلُو كِي مَارَا  
UNIVERSITI  
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MARA



## BUSINESS OPPORTUNITY

CHOCOLATE CHIPS COOKIES

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## **EXECUTIVE SUMMARY**

Business is a way to gain money from their sales. It can be an occupation, hobby, or a way to get money when they need them. But in business, they need a lot of passion and they need to believe to their own sales to get their target.

The business that I choose is chocolate chips cookies. At first I do this cookies just for my own 'kuih raya' but next my aunty start asking me if she can buy my cookies for her. After a few people came to my house and try my cookies during eid, one of my friends ask me if I do sell my cookies because she want it for her stock at house. After a few days she told me that a lot of her classmates ask to buy that cookies too. Start from that I think to be serious in selling my cookies.

In this report, I will explain about what I sell, where do I sell the product, why, how and to who I do sell my products. I will insert some of my data about my sales for example like for the cost that I used to buy all the ingredients, the packaging and the delivery cost.

In the end of my report, I will write about my experiences that I got and learned along my sales which this make me realized about how hard to gain money.

## **PROJECT DESCRIPTION**

### **What product do I sell?**

I choose to sell chocolate chips cookies. This cookies just looks like a normal cookies like others but it taste different which is more creamy and salty with a very crunchy in every single bites.

### **Why I sell this product?**

I choose to sell this product because I found a lot of people that interest and love my cookies. And I think this is my chance to gain money while doing nothing at home during this pandemic. And they also will be easily buy my cookies if I do promote because most of my people around me already know how good it taste.

### **Who is my target customer?**

Mostly from my friend's classmates because she can just bring those cookies everyday to her class. And also I do sell my cookies to my other friends and family around here.

### **Where I sell my products?**

I sell it online which I used WhatsApp and Instagram to promote my cookies. To delivery, I do 'COD' direct to their house or school. There's also people who do self-pickup from my house.

### **How I sell to my customer?**

I will promote at WhatsApp status and Instagram story when the moment I want to pick orders. My friends also will pick orders from her classmates and give it to me.

## **PROJECT OUTCOMES**

( 13/4/2021 – 12/5/2021 )

<b>DATE</b>	<b>NAME</b>	<b>TYPE</b>	<b>QUANTITY</b>	<b>PRICE</b>	<b>TOTAL</b>
<b>13/4/2021</b>	NASLISH	-MINI PACK	3	RM5	RM15
	BAL	-MINI	2	RM5	RM10
	ALIA	-MINI -JAR	2 1	RM5 RM15	RM20
	PAK GUARD	-LARGE PACK -MINI PACK	2 1	RM10 RM5	RM25
	ZUL	-LARGE PACK	2	RM10	RM20
	MEL	-MINI PACK -LARGE PACK	2 1	RM5 RM10	RM15
<b>18/4/2021</b>	AWIN	-MINI PACK -LARGE PACK -JAR	2 1 1	RM5 RM10 RM15	RM30
	MIA	-LARGE PACK	3	RM10	RM30
	NONI	-JAR -LARGE PACK	2 2	RM15 RM10	RM50
<b>24/4/2021</b>	QIS	-SMALL PACK -LARGE PACK	2 1	RM5 RM10	RM20
	WANI	-JAR	2	RM15	RM30
	IMAN	-JAR -SMALL PACK	1 1	RM15 RM5	RM20
<b>1/5/2021</b>	MEL	-MINI PCK -LARGE PACK	1 1	RM5 RM10	RM15