



اَوْنِيُوْزْ سَيِّتِيْ بَاتِيْ كُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS OPPORTUNITY (ASSIGNMENT 2)

PROGRAM:

AAD111 GRAPHIC DESIGN & DIGITAL MEDIA

AIN'S DADIH

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TABLE OF CONTENT

CONTENT	PAGE
Cover page	1
Project description Before Activity <ul style="list-style-type: none">•Products sold•Why it was chosen•Location of business•Time of business activity•Target customers•Reasons why•Promotion ways	3
Project outcome After Activity <ul style="list-style-type: none">•Sales made•Profits and losses	4
Experiential learning	5
Executive summary	6
Appendices	7

Project description

I had decided to sell Dadih. Fruit and Dairy type of flavours sold in a cylinder plastic container. I had sold 4 different types of flavours which was Grape, Corn, Melon and Vanilla. I had surveyed from my friends that many people like these types of flavours so, I chose them. I chose to sell Dadih because the process of making it was easy and does not require much cost to be made. Since I am still a student and am not working, dadih is the most suitable product I can sell for this assignment. I also had chosen dadih because during Ramadhan, you would want to have desserts after a big meal so, dadih was the best choice because its sweet and easy to eat.

I had run this business in my house and sold them according to the orders. Firstly, I made one packet of dadih and came up with a number of much the liquid could fill the containers. With those numbers I know how much I could sell which was 21 containers for 1 packet. Next, I would take orders from customers where I promoted it on WhatApps. After the customers placed their orders, I delivered the products to each of their houses.

I started this business on 24th April 2021 and did it another day which was 28th April 2021. It was a 2-day business because I took big orders of the dadih and delivered it to the customers houses on that exact dates. I sold 2 flavours per day which was grape and corn for 24th April. Melon and Vanilla was on 28th April.

For my target customers, they were my neighbours and my friends. I have many neighbours in my alley and many of my friends supported me. I chose them as my target customers because I am familiar with them. If I were to sell it outside my house area, I would have to put a lot more time to sell them, but I did not have a lot of time with assignments piling up. It is also because my friends and my neighbours all have big families who have children. Family homes are the perfect customers since they would buy a lot for their children. I sell my products through WhatApps. With a poster I made digitally, I gave it to my mother and asked her to post it in our neighbour's WhatApps group. She took the orders for the neighbours while I took orders from my friends.

Project Outcome

I had gained RM84 in total. I sold the dadih RM1 per container and sold all 84 containers of 4 flavours. I had 17 customers who all bought more than 1 dadih. Most were returning customers from the first day of sales. For profits and losses, I shall show with simple calculations. I did not have any losses and I gained RM30 in profit.

	(Kredit) RM	(Debit) RM
<u>EXPENSES</u>		
Dadih Sweet Corn	5.80	
Dadih Melon	5.80	
Dadih Vanilla	5.80	
Dadih Grape	5.80	
Container (100 pcs)	13.50	
Plastic bag (100 pcs)	7.30	
Spoons (200 pcs)	2.00	
Evaporated milk	5.10	
Thank you stickers	2.90	
<u>TOTAL:</u>	<u>54</u>	
<u>SALES:</u>		
Sweet corn		21
Melon		21
Melon		21
Grape		21
<u>TOTAL</u>		<u>84</u>
NET PROFIT		30

Experiential Learning

What I had learned from this assignment is that I must be very calculative and learn simple mathematics. This is needed when I came up with the price for the product. I had to consider the cost to make them and then apply the appropriate price for it. I had chosen RM1 because I felt more than that would be too expensive. I could have made it for RM2 or RM1.50 but I had decided RM1 was the best. I also had to learn and re-learn some mathematics to count the profits and losses I got at the end of the sales. Luckily, I was able to make some profits in the end although it is not a lot.

Next, I had learnt that doing a business is very time consuming. It took a lot of my time and I was not able to do a lot of my assignments. There was a lot of things needed to do such as making the product, packing and delivery. In the future, If I were to start a business, I would like to start it after my studies as I would pay 100% attention to my business.

Next, we would have to always be on time. Since I had a delivery in my business, I had to be punctual in delivering the products because I had set a time with the customers. We should always keep our promise of being on time because it makes the customers believe in us. They will continue supporting us if we continue to do a good job on our promise. I also learnt that I must be promotive. If you are not able to promote your products, not a lot of people will know about it. Less customers would mean you would be having losses. So, I found out that this is very important in this business. Thankfully, I am a graphic design student so, I was able to make a good enough poster to attract my customers.

In conclusion, although this assignment was a sudden change to the original assignment, I did have fun doing this business. It gave me an insight to what a business would look like. I had hardships doing this during Ramadhan, but I was glad that I did it. It was because my friends would look forward to me selling dadih to them because they like it. I was very delighted when they were excited to receive it when I delivered it. It made me happy. I am thankful for this experience, but I would like to do a business once my studies are done.