



اَبُو سَيِّدِي تَكُونُ لَوْ كُنِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITY TEKNOLOGI MARA
CAWANGAN PERAK
KAMPUS SERI ISKANDAR**

FACULTY OF ART AND DESIGN

DIPLOMA IN GRAPHIC DESIGN (AD111)

ENT 300 – FUNDAMENTALS OF ENTREPRENEURSHIP

TITLE: BUSINESS OPPORTUNITIES

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2.0 EXECUTIVE SUMMARY

2.1 Project Description

I make Digital Art Portrait. Other than that, I also do Graphic Designing such as creating logo or poster. I am also a Graphic Designer for Malay Free Quran channel in YouTube. My father was offered a manager position by the company for Malaysia's Free Quran Education in Malaysia. With that effect, my father brought my brother and me in to maintain their Malay Free Quran Education YouTube

I used Adobe Illustrator to help me create illustrations. Chronologically, in July 2020, I become a Graphic Design Freelancer, May to April 2020 is when I started my Digital Art Portrait and May 2021 I became a Graphic Designer for FQE channel. The customer that I targeted for my Digital Art Portrait are mostly teenagers around 18 to 20 years old and have deep interest in art. Older age group are usually in a business company who are new in the field and in need of new logo or illustration service. For Malay Free Quran Education, we targeted people young and old who are Muslims and also to those who are not Muslim who are and keen in knowing and learning about Islam.

2.2 Project Outcome

In May 2020 to April 2020, the Digital Art Portrait manage to get RM 240 where each slot price is RM 30. While Graphic Design Freelancing since July 2020, I received a total of RM 700 while creating 6 thumbnail for RM 30

Digital Art and Graphic Designing does not require any traditional medium that costs hundreds of ringgits. It is an advantage where there is no profit loss. It only requires time and dedication apart from Adobe subscription fees. The grand total of income I received throughout my various service is RM 970. The first company is Tiongman Scubadive, the owner of the company is Mr Rudy, the second company is SunSurf who is owned by Mr Miki and lastly third company is Darul Arqam Studio.

2.3 Experiential Learning

Despite the challenges I faced, especially during the Covid-19 Pandemic, when movement was limited, I learned new skills for making money in unusual ways. This isn't anything to take for granted because it's a decent way to make money during a recession. As I learn new ways to engage consumers online, it's a huge challenge. Furthermore, when my first small business began, I had the impression that I would not be able to find any buyers. It's something to be proud of, and I'm buzzing with excitement. Despite the profit, it was great to be able to do anything for customers. It was something I was really enthusiastic about.

Being in Darul Arqam Studio, and it has been the most rewarding experience of my life. I have a hard time controlling my time, which makes me highly nervous. I became more structured as a result of time management, and the things I do became more routine.

3.0 PROJECT DESCRIPTION



Digital Art Portrait

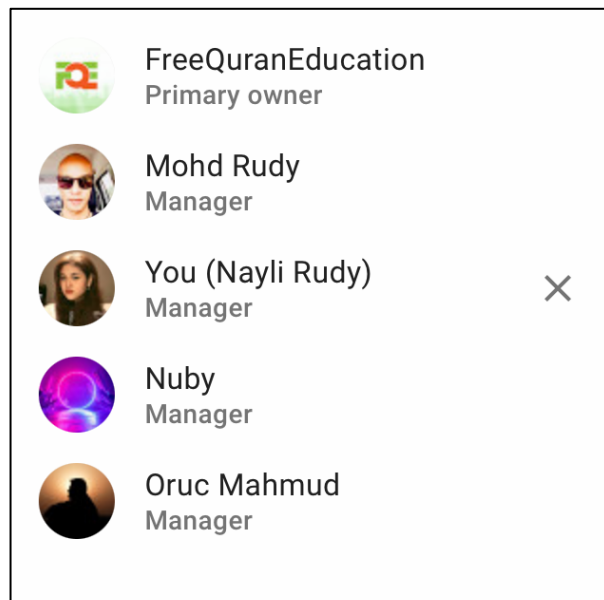
3.1 Service Offer

The small business that I do is Digital Art Portrait. Which is an illustration of a portrait of someone's selfie. This art is an emerging art form in which traditional painting techniques such as acrylic, watercolour, colour pencil and others are applied using digital tools. It is known that traditional painting is painting with physical medium while digital art is more to modern painting using software.

Other than that, I also do Graphic Designing such as creating logo or poster. It is a craft where I create visual content in order to communicate with the world. Moreover, it is a way I combine words, image and ideas to give information to a specific audience.

In addition, I am also a Graphic Designer for Malay Free Quran channel in YouTube <https://www.youtube.com/c/MalayFreeQuranEducation/videos>. After I design logos and poster for my Dad's Tiongman Scubadive company, he then offered me a graphic designing position with Darul Arqam Studio because he knows my major in designing and illustrating. Among other dakwah initiatives, this company is a graphic and illustrating company based in Jakarta and is mainly the creator of Free Quran Education Channel at YouTube.

Currently they are translating their English contents into 36 different languages and my father was offered a manager position by the company for Malay Free Quran Education in



Managers of Malay Quran Videos