



**UNIVERSITI TEKNOLOGI MARA
KAMPUS SERI ISKANDAR, PERAK**

ENT300
FUNDAMENTALS OF ENTERENEURSHIP

CASE STUDY
COMPANY NAME

LYNNBIZZ

PREPARED BY

FACULTY: ART AND DESIGN
PROGRAM: DIPLOMA OF FINE ART
SEMESTER 4

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CONTENT

TITLE

PAGE

EXECUTIVE SUMMARY	3
1.0 Project description	4
<ul style="list-style-type: none">· What product do you sell/ service do you offer?· Why you choose that product/ service?· Where do you run your business activity?· When do you started your business activity?· Who are your target customers?· Why you choose that target customers?· How do you sell to customer?	
2.0 Project outcomes	5
<ul style="list-style-type: none">· How much sales you make?· Do you manage to sell all your product/ How many times your service be used?· How many customers you get?· How many profits you earn and how many losses you bear?	
3.0 Experiential learning	8
4.0 Appendices	9-16

Executive Summary

The original purpose of this task is to identify the main opportunity in business. My acknowledgement in business is based on a previous study case that I have learned through that. I choose and identify how to manage my own business, which I own, in this study case. My business that I have run is LynnBizz. I choose the name as a business of my name company. This business has been conducted during the period given. The reason I choose LynnBizz as my own chosen business for this task is because I offered my service in a thrift shop, especially apparel for women. This business opportunity is enabled to us market our products to interested buyers. I have identified how the process should involve in business and discovered business opportunities during the lesson. Thus, I have been prepared for this task.

Furthermore, this research that I have started with the project description that consists of what products do you sell, why you choose that product, where do you run the business, when did you start your business activity, who are your target, why you choose the target customer and how do you sell? Furthermore, the project outcomes consist of how much sales you make, do you manage to sell all your product, how many customers you get and how many profits you earn and how many losses you bear? And lastly followed with experiential learning, and appendices. Everything I state above all content has already been in my report of study case. Background. Thus, these are some of the key points that should be consisted of and this report will make the content of the report well. In conclusion, I hope this report will give a completed idea on based what I have worked on in this research.

1. Project Description

- What product do you sell/ service do you offer?
For the second task of case study ENT300, the types of business that I have conducted is apparels which is I did as thrift shop. I have offered my service in baju kurung, blouse, shoes, scarves, etc that affordable and suitable without limit age.
- Why you choose that product/ service?
I choose that product because my key is focused on based current situation. Due to Covid-19, most people have lost their job or maybe they in current expend the money and purchase for basic needed than the desire. I put my targeted it before the semester began, because I know that this subject I will carried, I must conduct my own business from my friend experience. With this acknowledge I supposed to prepared it. I also investigate that this semester also, we went to celebrate Ramadhan Mubarak and Hari Raya Aidilfitri ceremony. The data of Covid-19 nowadays is the main we cannot cross country to back to hometown. I analysis research, that mostly people will celebrate in humbleness, so I offer my thrift item especially for woman in baju kurung, scarves, shoes, etc.
- Where do you run your business activity?
I run my business activity in online which called Carousell application as my business platform online. I also one of the users of Carousell, so I knew how to use the application in well.
- When do you started your business activity?
1 April 2021 on Monday, in timing 1.00 PM I started my business activity. Before I went to start the business, I have prepared everything include photos of items, price, descriptions, and the reason why I sell the items. I managed to list it in my listing for first time with smooth. I set my time and arranged the schedule for posting the items without any problems and mess.
- Who are your target customers?
My main target is Carousell user and following with that, I target to student and parents also anyone who interested the items I sell that I promoted by using media social.
- Why you choose that target customers?
It because in Carousell, lots of people love the used items that provided by seller in Carousell. During conduct my business, I have seen people in Carousell who always used the terms bought and sell back the items. For example, does not matter what you put the price, they will be interested to buy and sell back to their business, as you can see the target probably below RM20 ringgit. Student and parents especially mother who tends to buy the baju kurung that I have provided RM10 below depends on quality and design for their children to wear to class or school cram.
- How do you sell to customer?
When customer started to be interesting my product, of course they will contact me first through by message that have provided in Carousell. This

INVENTORY IN SCHEDULE

PRODUCT	COST	QUANTITY	VALUE
CO BLANC SHOES	\$0.00	1	
3 SONGKET WITH BLOUSE	\$0.00	4	
BAJU KURUNG BLACK	\$0.00	1	
ANY BLOUSE (BUY 3)	\$0.00	13	
BAJU KURUNG OFF WHITE	\$0.00	1	
SHAWL CHIFFON BLACK	\$0.00	1	
SHAWL CHIFFON OFF WHITE	\$0.00	1	
SHAWL CHIFFON BROWN	\$0.00	2	
SHAWL CHIFFON MAROON	\$0.00	1	
SHAWL CHIFFON DUSTY PINK	\$0.00	2	
SHAWL CHIFFON MUSTARD	\$0.00	1	
SHAWL CHIFFON PURPLE	\$0.00	1	
SHAWL LAZY BLUE	\$0.00	1	
SHAWL LAZY RED	\$0.00	1	
SHAWL LAZY LIGHT BROWN	\$0.00	1	
BAWAL KANGAROO BLUE	\$0.00	1	
BAWAL KANGAROO RED	\$0.00	1	
BAWAL KANGAROO BROWN	\$0.00	4	
BAWAL SATIN DARK GREY	\$0.00	1	
BAWAL CREPE ANY COLOR	\$0.00	15	
BAWAL SATIN LIGHT BROWN	\$0.00	1	
NOSE SHOES	\$0.00	1	
BAJU KURUNG PINK	\$0.00	1	
SOFTLAN	\$7.00	1	
BAJU KURUNG SOFT SATIN	\$0.00	1	
FUEL (FOR 1 TRIP)	\$5.00		
		59	\$ 13.00