



اُونِيُوَسْتِي تِي كُونُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ART AND DESIGN**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**INDIVIDUAL ASSIGNMENT**

**OPPORTUNITY NAME : THE KASOTS**

**NAME : MOHAMAD IZZANI BIN SHAHRUL NIZAM**

**STUDENT ID : 2019426356**

**PROGRAMME : ENT 300**

**GROUP : AD1184C**

**PREPARED FOR : NUR HAZWANI BINTI ZOLKIFLY**

## Table of Contents

NO	ACTIVITIES	PAGE
1.0	Executive Summary	3
2.0	Project Description	4
3.0	Project Outcomes	5
4.0	Experiential Learning	6
5.0	Appendices	7

## **1.0 EXECUTIVE SUMMARY**

The name of the business I run is to be a dropship agent which is selling shoes that I found from social media (instagram). This business activity is only using a capital of RM 50.00 only for lifetime registration and this activity is done online and at the same time the way to promote my business activity is also done online. My business started on November 11, 2020 which I run to earn part -time money from before. basically, one of the factors of my pleasure in running this business is that we can see the various reactions of our customers to our products like there are a handful of customers have a lot of questions to buy the product for sure. In addition, a handful of customers just ask a few questions and continue to buy my products. From that experience, I was able to recognize a wide variety of customers that made us more experienced in communicating with customers. There are also advantages in running this business such as learning to manage time well, meeting customer needs, and learning to manage finances in the business in terms of the profits we make.

## **2.0 PROJECT DESCRIPTION**

These semester in course ENT300 Fundamentals of Entrepreneurship students will conduct a business wherever want to sell a product or make a service offer. The business that we want to do has an option where want to make it on online platform or offline platform. The business that I choose to run is a service offers where it is focuses on illustrated an image and it is an online platform which is on Facebook or WhatsApp.

THE KASOTS is an online platform that sells a wide range of footwear products for anyone who wants to be more stylish for work, walking and so on with new shoes. In addition, the reason why I chose this service is that I am interested in shoes and I would like more knowledge in the type of shoes and the brand of the shoes. Also, I want to explore something new from a different perspective. The different perspective I mentioned is how to deal with customers because every customer has different shoe desires. So, another reason why I choose this service is the satisfying factor I get from doing this service especially after the sale is completed and the reaction from my customers. Basically, this business activity started on (November 11, 2020) where the first customer I got was a friend of mine who was interested in one of the shoe products on the list.

While running a business there are always factors like who our target customers are, then for my target customers are those who are looking for shoes to wear these days especially customers who are looking to wear during festivals like Hari Raya, Deepavali and so on. Promotions or methods that I use to sell my work are on the WhatsApp platform or Instagram direct messages and are sold on facebook.

### 3.0 PROJECT OUTCOMES

The total sales profit I have made since 11 November 2020 is RM30 in every single shoe I sell. My services have been used 10 times and I managed to get 10 customers for my business.

<b>CASH BOOK FOR (THE KASOTS)</b>				
DATE	PARTICULARS	RECEIPTS	PAYMENT	BALANCE
19-May-21	SERVICES REQUIRED	\$0.00		\$0.00
20-May-21	SERVICES COMPLETE	\$30.00		\$30.00
21-May-21	SERVICES REQUIRED	\$0.00		\$30.00
22-May-21	SERVICES COMPLETE	\$30.00		\$60.00
23-May-21	SERVICES REQUIRED	\$0.00		\$60.00
24-May-21	SERVICES COMPLETE	\$30.00		\$90.00
	SERVICES REQUIRED	\$0.00		\$90.00
	SERVICES COMPLETE	\$30.00		\$120.00
	SERVICES REQUIRED	\$0.00		\$120.00
	SERVICES COMPLETE	\$30.00		\$150.00
				\$150.00
		\$30.00	\$0.00	\$150.00