



**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
DIPLOMA IN **TOWN AND REGIONAL PLANNING (AP111)****

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300
BUSINESS OPPORTUNITY (TUNEWOW)**

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SEMESTER: MARCH - AUGUST 2021	

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1.0 EXECUTIVE SUMMARY

The business that chosen for this assignment is being an agent of ToneWow. ToneWow is a branch of Digi Telco that produced a simcard with bombastic data and call plan. One reason of choosing Tonewow is the price is on the cheapest now that makes high demand of it. After we register in Tonewow with pay for the sim-card, automatically we can be a dealer. Because of that, the capital to begin this business just acquired RM12.50. Thus, Online and offline marketing technique were applied.

2.0 PROJECT DESCRIPTION



For this assignment, I choose my existing business as an agent of ToneWow. Tonewow operating on Digi Telecommunications infrastructure with high-speed mobile plans that are capable of giving users super connectivity across Malaysia since 2018. As an ToneWow agent, I took the sim-card with its headquarters every time after my stocks are lessen. The high-speed of mobile-data and unlimited call to others telco numbers are the most demand of users.

I can tell you that this is one of the best business I have heard. Firstly, it is because the capital is very cheap, only by paying RM12.50 for the sim-card price and you are ready to begin your journey to success with no additional fees required. Then, you just have to invite other people to switch to Tone Wow sim-cards. The more people convert, the more income you earn. You get paid as a result of your customer's top-up without having to look for you. Each time they top up, you will continue to be paid. The money will be banked into your bank account every 21 days. The best things is, you will still get your current commission every month although you stop recruiting people.

I just started as a ToneWow dealer in early March of 2021, due to this pandemic that force for personal side income. At first, I used Facebook as the platform to run all the marketing and attract customer. After few weeks, I started to persuade my family and friends, also successfully convert their mobile plan to ToneWow.

My aim are all the phone users that are still not using ToneWow. All of them need to realize that they don't have to pay expensive price only for the mobile-data and internet every month. If all of them perceive the existence of this powerful sim-card, they will be glad for the cheap price and unexpectable mobile-plan performance.

I using two methods in running this business that are online and offline methods. I promoting this amazing sim-cards on my social media by posting its benefits and all knowledge that customers need to know about it. My main platform are Facebook and Whatsapp. When customers interested with ToneWow, I will just meet them if they located near me. If they are outside my area, I will post the sim-cards to them and arrange their plan convert just through whatsapp. For offline method, every couple of weeks I will round around my area especially the attractive spot and distribute ToneWow fliers with my phone numbers to the citizen. Every citizens that are curious with it will contact my phone number, so that the scope of customers are wider and percentage to invite more users will be increase. The price that I took the stock is RM12.50, and I sell to the customer RM13.

3.0 PROJECT OUTCOME

For beginners, we are force by the upline members to get at least 20 new downline members. Because of that, I took 25 pieces of sim-cards for starting. 20 pieces for reaching my goal and five more just standby if the outcome reach over the target or lost of the sim-card.

In the first month, I achieve beyond my target that is 21 new downline members. Most of the new downline are results from the online platform and my family also friends. For the second batch, the sum of sim-card that I restock is same as the first batch that is 25 pieces and target is still the same. At the end of April, I got 23 new downline members results of online and offline platform. On March, I started to distribute the fliers to peoples at the Friday Market every two weeks. In May, I still restock the same amount 25 pieces of simcard and sold every pieces of it with new downline members. It is because the people near me already realize about this simcard existence and interested of the mobile-data & call plan that offered by ToneWow.

For the money that invested, I just spent RM312.50 to buy the sim-card stock. After that, I just rolling the money that I obtained from sim-card that have been sold and some additional balance from the RM10 postage that I charge for customer that is outside my area.

In this ToneWow business, our profit is from consumption of downline members, not solely from sales. We generate our income by the prepaid that customer pay every month. As long as they top up, we will continue to make money. Topup can be bought anywhere, so that without having to look for us. Even if we just sit at home, as long as people continue to top up, we will continue to get the money from them.