



**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING  
DIPLOMA IN ESTATE MANAGEMENT (AP115)**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300**

**BUSINESS OPPORTUNITY (MINICRUNCH BYFS)**

**PREPARED BY:**

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| <b>SEMESTER: MARCH - AUGUST 2021</b> |   |

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**DATE OF SUBMISSION:**

**21 – 25 JUNE 2021**

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## 1.0 EXECUTIVE SUMMARY

Two food products from ByFsabryna which are minicrunch choco jar and cookies jar are the products I had choose to sell for the business opportunity assignment. The choco jar consists of two flavor that are oreo white chocolate and milk chocolate while the cookies jar is coated with chocolate. These type of product are popular on the market nowadays as it tastes delicious and is easy to consume at any time which is why I choose to sell these products apart from the reason that myself also likes to eat choco jar. The business started on 24<sup>th</sup> April 2021 right after joining the ByFsabryna Team as a dropship. The duration of this business is one month which until the end of May. The business operation and promotional activity was through online platform such as WhatsApp and Instagram. The target customers for this choco jar and cookies jar business are young people to adults which I assumed the age range from 12 years old to 30 years old but regardless the age this business is suitable for people who like sweet and chocolatey snacks.

The products were sell at different prices and so did the commission for both products. I had gathered a good amount of customers for a month and managed to received profit from this choco jar and cookies jar business. There were a lot of experiences I had gain in operating this business both challenging and exciting experiences. The challenges I had faced were difficulty with internet connection, lack of creativity on promotional activity and lack of courage to promote the business. One of the exciting experience I had gained was the feeling of receiving the first customer who gives positive feedback which help boost my motivation to manage and keep the business going smoothly.

## **2.0 PROJECT DESCRIPTION**

### **2.1 Before Activity**

For my business opportunity assignment, the product that I sell are minicrunch choco jar and cookies jar from ByFsabryna. The owner of these products is Puan Sabryna Binti Jeffry who I came to know through Instagram. I came across the advertisement she posted in her social media and got interested with one of her products which is the cookies jar so I decided to become a dropship for ByFsabryna's products. The products that I sell as the dropship is first minicrunch choco jar which the ingredients are either mini coco crunch or choco rice and it is coated with premium chocolate Beryl's. This product available in two flavor which are oreo white chocolate and milk chocolate. The topping for both flavors provided freely which are kitkat and choco chips. Another product that I sell is cookies jar which is cookies fully coated with chocolate.

The main reason I choose to sell choco jar and cookies jar because I like to consume choco jar and cookies jar as snacks when I am having a leisure time or while doing some homeworks, so this situation gives me an idea to sell the choco jar and cookies jar that I have been buying for myself and family. Other than that, I sell choco jar and cookies jar because I have noticed that nowadays, these kind of products are in demand because of the current covid-19 pandemic people are forced to stay at home so some people prefer to buy a lot of these snacks to munch on at homes at any time. Furthermore, selling choco jar and cookies jar is a food type of business so it quite ensures me that I can manage to get customers to buy it because it is an instant snack which people can easily eat and share it with a whole family.

I started the choco jar and cookies jar business activity on 24<sup>th</sup> April 2021 right after I had join the ByFsabryna team as a dropship. I have given the permission to use all the promotion advertisement and find my customers to buy the choco jar and cookies jar. The duration of the choco jar and cookies jar business went for a month which is until the end of May and the products sales counted for each purchasing from customer. I always keep updated with the stock of products every week to ensure that my customers can place order and receive the product within the stipulated time.

### 3.0 PROJECT OUTCOMES

#### 3.1 After Activity

The products that I sell have different prices for each product and it were set by the ByFsbryna team. The minicrunch choco jar product is weight of 380 grams for each jar and the price is different according to the flavor. The choco jar with milk chocolate flavor is priced at RM15.00 a jar while choco jar with oreo white chocolate is priced at RM16.00 a jar. The different price of RM1.00 is believed to be cause by additional ingredient which is oreo is needed in the choco jar with white chocolate flavor. For the cookies jar it is weight of 300 grams for each jar and is priced at RM19.00 for a jar. I was commissioned to receive RM2.00 for each selling minicrunch choco jar and for cookies jar the commission was RM3.00 for each selling jar.

| Products                        | Price per jar | Commission per jar |
|---------------------------------|---------------|--------------------|
| Oreo White Chocolate Minicrunch | RM16.00       | RM2.00             |
| Milk Chocolate Minicrunch       | RM15.00       | RM2.00             |
| Cookies jar                     | RM19.00       | RM3.00             |

The amount of sales I managed to gather in one month of operating the choco jar and cookies jar business were 24 sales combining all products. The division of sales for each products is 5 sales are from cookies jar, 8 sales are from minicrunch choco jar with milk chocolate flavor and 11 sales are from minicrunch choco jar with oreo white chocolate flavor. The highest sales I had received was in the first week as I had purchased business promotion via Instagram for two days. I did not set a target amount of how much sales I wanted but for two products that I sell, it both were bought by customers. The amount of customers I had received who brought up the sales for the choco jar and cookies jar business are 15 customers. Most of the customers ordered one jar and some bought two jars in one order while a few of them bought three jars.

The amount of times this service of selling choco jar and cookies jar online used is probably the same as the amount of customers this business received. Other services such as delivery service is not provided in the business. The total cash inflow for this business within a month is RM53.00 while the total cash outflow is RM12.72. The total profit that I have had earned from selling choco jar and cookies jar combined was RM40.28 and I did not bare any losses in this business.