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FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING (FSPU)

DEPARTMENT OF QUANTITY SURVEYING

ENT300 – FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS ACTIVITY

“MOONARTSY_MINISTUDIO”

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1.0 EXECUTIVE SUMMARY

This report is prepared in conjunction to students' business project for this semester course assessment. Students were assigned to run any business of their choice in a span of three weeks and record all their business outcomes throughout the specified time range. Thus, this report will mainly contain summaries their business activities within the given period on what business they run, their targeted customers, how they run the business itself in terms of stocks or services and what they gain from the activities they had gone through. It also acts as easier guidance for lecturer to overview their student's efforts in completing this assessment.

The following report will be about a business runs by Aliyah Faqihah Binti Mohd Nazri in span of three weeks duration. She runs a small business of DIY Custom-made Keychains in the past weeks under a shop named *Moonartsy Ministudio*. Other than put her focus on the custom keychains, she also sells side items such as self-designed sticker sheets and decorative photo albums. The shop was established since January this year and currently active selling on only one selling platform which is Shopee Malaysia. For this assessment purpose, the business records will only be taken up to three weeks starting from 16th May 2021.

Moonartsy Ministudio is a small business in gift and accessories categories, which is we all know is not essential to every group of people. The main purpose of running this business at first was to slowly venture the world of entrepreneur and the owner, Aliyah was inspired by packaging videos of small businesses out there, posted on social media platforms such as Instagram, Tiktok and Twitter. They all unintentionally spark the idea and interest of running business in the middle of COVID-19 pandemic. The reason Aliyah chooses Shopee as main platform to sells her product are vary as well, which will be explained further in this report.

While working on this business assessment, students were able to experience the hardship of being an entrepreneur by their own. There were problems here and there while conducting this business activities especially since it involved our commitments with business customers and the need for us as students to have excellent time management for academic purpose on the other side. Beside that, the COVID-19 pandemic also in a way restrict our movement in doing business and resulting limitation in choosing business to run. Not to mention, the factor of competitions in entrepreneurial field is one of the main flaws in completing this assessment as more competitions means lesser chance to gain customers.

2.0 INTRODUCTION

Nowadays, we can see by ourselves that many people had bravely steps their feet in the world of business. It shall be seen as positivity because active entrepreneurial activities will lead to higher economic status. Business activities generally refers to activity that involves production of goods or providing of services. It is also seen as matter of gaining profits and fulfilling wants and needs. In fact, any business engagement carried out by either company or sole person are all leans to one primary purpose of making a profit. Business activities does not only bound to selling product or service. We shall know that business activity involves larger scope of works including operating, investing and financing activities. (Tuovila, 2021)

For this task, Puan Hafini Suhana Binti Ithnin has assigned her students to prepare a written report based on their business activities. The report is expected to be about the business students have done within three weeks and their outcomes from the business in terms of profit and experiences. The goal of this assessment is to train students the basic labour of being an entrepreneur by letting them experience the process by their own. In other way, this assessment is proposed to proof students the capability inside them to run businesses of their choice. Although it is not an easy task, by the end of this assessment, students will at least gain experience in their learning process.

There were a few classifications of business activities that one has to go through when they decide to start running business. This includes the budget crafting to track their spending and revenue, accounting operation and management to manage the money flow in and out of the company, marketing plans to promote their products or services to the buying public, growing sales and many more. Another important thing is the customer service and the way thy preserve the relationship with customers. (Root, 2019) Identifying all these basic business activities will make business planning easier.

Business activities in not strange to anybody in the world as we all deal with it in our daily life either being the parties who supplied or parties who receive as end user, both were seen as contributor to the economic growth. Running a business require us to have proper knowledge and consideration because the outcomes are subjects to be unknown. Some basic things that we should know about business is, all the business activities cannot serve the purpose of customer satisfaction solely instead, seller and customer depend on each other to ensure constant process. (M, 2018)

3.0 PROJECT DESCRIPTION

For this assignment purpose, the business project that will be discussed about is the small business shop, *Moonartsy Ministudio* runs by Aliyah Faqihah. The shop name is chosen for the business criteria itself, whereby it is something relating to designing activities and that it is based in small space with minimum formalities. Most products sell in this shop are light and small in nature and they are usually bought for purpose of decoration and hobbies matter. To conclude, this shop gains profits from satisfaction of customers to fulfil their wants, definitely not needs.

The main idea of this shop establishment is to make use of the entrepreneur's ability and interest in art and design activities despite being an engineering student. She was inspired by a lot of things including the fun of creating self-designed items, satisfaction of being able to realise creative ideas into physical items and also the enjoyment of packaging parcel to send out to customers. Basically, all the process of this business activity are part of reason why the business is established at the first place.

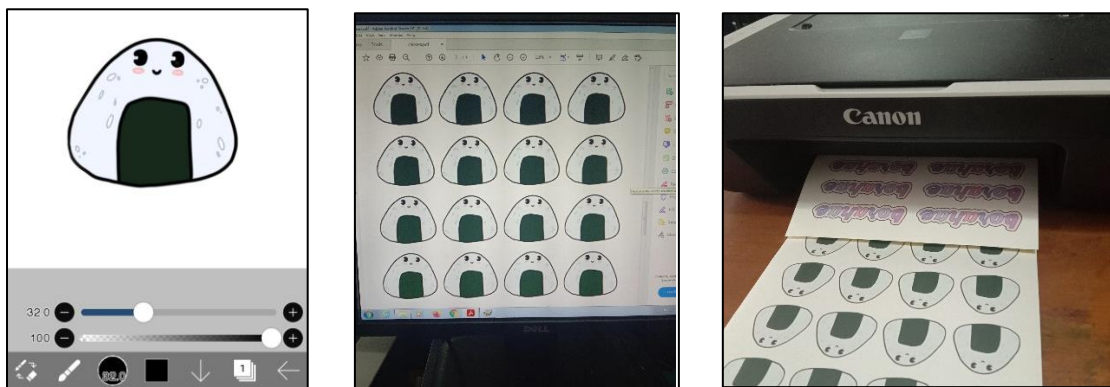


Figure 1 Process of turning idea into reality

The business has been ongoing since January this year with intention of gaining experience on business activities besides taking the opportunity of staying at home in the period of COVID-19 pandemic. At first, the business was not planned to stay ongoing realizing the selling are not as rapid as products such as food and clothing business. However, as the days goes by, the shop slowly get recognized by the buying public community in the selling platform. Thus, Aliyah decides to work on the business with the help of her sisters to ensure the business continuation. In this part, we will go through what kind of business the owner of *Moonartsy Ministudio* has been handling.