



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

UNIVERSITI TEKNOLOGI MARA, SERI ISKANDAR, PERAK

AP114

DIPLOMA IN QUANTITY SURVEYING

COURSE CODE: ENT300

FUNDAMNETAL OF ENTREPRENEURSHIP



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1.0. EXECUTIVE SUMMARY

The meaning of business is an organization or enterprising entity engaged in commercial, industrial, or professional activities. Business opportunity is the situation that enables an entrepreneur to propose marketable products or services to interested buyers or end users. It is the job of the entrepreneur to locate new ideas and to put them into action.

In this activity, I make decision to do top-up service for mobile games. My company name is zinxstore.my. The mobile games that available for top-up from zinxstore.my are such as Mobile Legends: Bang Bang, PUBG Mobile and Free Fire. Nowadays, there are a lot of people in Malaysia love to playing mobile games regardless of ages especially during this period, Movement Control Order. Mobile games are predicted to grow even more in popularity as years go by and have shown great growth despite a troubled economy. Consumers have been buying less and less each year, but they are still willing to pay for their mobile games.

So, I took this opportunity to do top-up services for mobile games to gain some money from home while studying. I started my business on 10 February 2021. At the time, I was not expecting that my business can grow as nowadays. So far, I can handle my business so well and there is not any problem to handle it, so I confidently choose this service for my business.

2.0. PROJECT DESCRIPTION



The services that I have chosen for this business activity is top-up service for mobile games. The name of my top-up service is called Zinxstore.my. Zinxstore.my will always bring great deals and offers for all mobile gaming needs especially during event. People can buy digital prepaid codes to reload their mobile games using my services. There are various choices of diamonds that can be purchased by the customers. The prices range are between RM6.00 to RM435.00 based on total of diamond selected by the customers. It can be up to RM500.00 if they pick a bundle of diamonds.

The reasons why I choose this service for this business activity are to earn some pocket money while studying. Moreover, it is very easy to run from home because it can be conducted through online. Furthermore, the reason why I choose this service is because there is a lot of people nowadays even my friends love to play mobile games. They are even willing to spend their money for their mobile games. So, I took this opportunity to do this service to gain some money.

My business is conducted at my home and mostly conducted online. The online platform that I use to run my business are WhatsApp and Instagram. Usually, the customers will text me on WhatsApp to order their diamonds and I will process their diamonds in about 2-5 minutes. Furthermore, I am using Instagram for promotion to attract new customers. Instagram can be a genuine sales booster for my business because based on my research, Instagram can provide us with high engagement rates due to its ever-growing number of active users. So, that is why I am using Instagram for publicised my business.

3.0. PROJECT OUTCOMES

Project outcomes are the result and target set by sellers like me measuring the achievement and success of internal and external processes. So, in this business activity I recorded my sales and profits from 1st May 2021 to 31st May 2021. I am doing post-mortem to research my business. From my observation, so far from last month record of being a seller of top-up services for mobile games, my business portfolio has been positively showing profit. The sales that I got from last month, May 2021 was RM 618.00. In that month, they are some of my regular customers purchased more than one time because at the moment, there was a big event held in Mobile Legends. The profits for my business in May 2021 was RM45.68.

(ZINXSTORE.MY)

(Duration of Business Activity: 1st May 2021- 31st May 2021)

Sales Record

Bil.	Date	Customer's Name	Products	Price	Quantity	Total
1	2 nd May 2021	Abu Ubaidah	Diamond ML	RM12.00	1	RM12.00
2	3 rd May 2021	Zulidham	Diamond ML	RM20.00	1	RM20.00
3	5 th May 2021	New customer	Diamond ML	RM68.00	1	RM68.00
4	6 th May 2021	Qayim	Diamond ML	RM124.00	1	RM124.00
5	7 th May 2021	Customer Peoh	Diamond ML	RM17.00	1	RM17.00
6	8 th May 2021	New customer	Diamond ML	RM41.00	1	RM41.00
7	8 th May 2021	Faiz Jaafar	Diamond ML	RM19.00	1	RM19.00
8	9 th May 2021	New customer	Diamond ML	RM44.00	1	RM44.00
9	11 th May 2021	Syamil	Diamond FF	RM15.00	1	RM15.00
10	13 th May 2021	Customer 017	Diamond FF	RM60.00	1	RM60.00
11	13 th May 2021	Custoer Riz	Diamond FF	RM5.00	1	RM5.00
12	14 th May 2021	Customer Ts Rex	Diamond FF	RM5.00	1	RM5.00
13	14 th May 2021	Customer Rare Ipin	Diamond FF	RM15.00	1	RM15.00
14	16 th May 2021	Qayim	Diamond ML	RM42.00	1	RM42.00
15	18 th May 2021	Nabil Aiman	Diamond ML	RM19.00	1	RM19.00
16	18 th May 2021	Nabil Aiman	Diamond ML	RM19.00	1	RM19.00
17	18 th May 2021	Faris	Diamond ML	RM19.00	1	RM19.00
18	18 th May 2021	Zulidham	Diamond ML	RM19.00	1	RM19.00
19	18 th May 2021	Abu ubaidah	Diamond ML	RM19.00	1	RM19.00
20	18 th May 2021	New customer	Diamond ML	RM19.00	1	RM19.00
21	18 th May 2021	New customer	Diamond ML	RM6.00	1	RM6.00
22	22 nd May 2021	Customer Aqim	Diamond ML	RM11.00	1	RM11.00
					TOTAL	RM618.00

(Total sales: RM618.00)