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UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA CAWANGAN
PERAK KAMPUS SERI ISKANDAR
FACULTY OF ARCHITECTURE, PLANNING AND
SURVEYING**

**ENT300: FUNDAMENTALS OF
ENTREPRENEURSHIP**

ASSIGNMENT 2: BUSINESS ACTIVITY

PRODUCT NAME: BISKUT ARAB RAINBOW

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EXECUTIVE SUMMARY

This is a report about business activity that was given to me on 3rd May 2021 and it requires me to conduct my own business within 3 weeks and make a report about it. Since it was given in fasting month and 3 weeks away from Hari Raya Aidilfitri, I decided to bake 'biskut raya' and selling them for my business.

However, I'm having hard time to go outside just to buy ingredients to make biskut raya since covid cases went up every single day. therefore, I did ask my sister to help me buy all those biscuit ingredients as she's work in the city and she can stop by supermarket before she go straight home. Besides, I need to order bubble wrap from Shopee for packing the buiscuit jar to ensure it will arrived in good condition to customer.

Starting a business on my own is not easy as I think. It is because I need to have a proper plan who my target is and how many do I want to sell within the period. I sincerely thinks that having a clear goal right from the start before starting the business is vital in this case. I am glad that I'm able to do this business even for a short time. I learnt a lot of things by doing this in just a month.

1) PROJECT DESCRIPTION

1.1 WHAT PRODUCT DO YOU SELL?

I have decided to sell one type of *biskut raya* which called *biskut arab rainbow*. Usually, *biskut arab* is beige colored and looking plain, thus, I decided to add two more colors which is pastel colored green and pink. Besides, I also decided to add a little strawberry flavor to the pink batch so that it will be tastier.

Biskut Arab Rainbow is sold for RM19.00 per jar. I did some research of an affordable price for my product. I did look up the price range for *biskut arab* in Instagram and Twitter which is around RM18.00 to RM28.00 per jar. Therefore, I decided to sell RM19.00 per jar which contain 25 pieces of biscuit.



Figure 1 *biskut arab rainbow*



Figure 1 *biskut arab rainbow*



Figure 3 *biskut arab rainbow*

2) PROJECT OUTCOME

2.1 HOW MUCH SALE YOU MADE?

Sales record for biskut arab rainbow is stated in the table below:

No	Date	Customer's name	Price (RM)	Quantity	Total including postage (RM)
1.	11/5/2021	Nur Ain Syahirah	19	2	46
2.	11/5/2021	Nur Amira	19	1	27
3.	15/5/2021	Ezatti Akhma	19	1	27
4.	16/5/2021	Najmi Hakim	19	3	65
5.	16/5/2021	Hafizi Azhar	19	1	27
6.	18/5/2021	Nurul Aidillah Hasbullah	19	2	46
7.	20/5/2021	Nik Qhairiyah	19	2	46
8.	21/5/2021	Syafini Hanim Mohd Azri	19	2	46
9.	21/5/2021	Nurul Faqihah Che Mohd Nasir	19	1	27
10.	21/5/2021	Athirah Syafiqah	19	1	27
11.	24/5/2021	Nur Khairina	19	1	27
12.	25/6/2021	Muhammad Basid	19	1	27
13.	25/6/2021	Iffah Fatnin	19	1	27
14.	26/5/2021	Alif Eizham Shamsul Azlam	19	2	46
15.	26/5/2021	Wan Mohd Azri	19	1	27
Total					538