



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا
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DIPLOMA IN QUANTITY SURVEYING

ENT 300 FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS ACTIVITY

LOKAL MUNCHIES

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EXECUTIVE SUMMARY

This business project task is assigned to students to open their eyes and delve deeper into the field of business. Hence, applying business thinking among the new generation to empower the field as well as produce more entrepreneurs which generally business or entrepreneurship is a major and an important asset that able to cover the national economy.

This report includes the introduction of the products being sold which is Lokal Munchies food brand, the project outcome and student's experience in running the business throughout the allotted time. There are two editions with two types of Lokal Munchies products each were sold, and they are Cookies Edition and Cereal Edition. Cookies Edition involves chocolate chip cookies coated with melted chocolate of two flavours, hazelnut and mocha. The other edition is the Cereal Edition, which includes chocolate baby crunch and baby fruit loops poured with premium melted chocolate. In addition, the business project outcome of three weeks running business are included in this report, showing the sales made and the customers gained. Gains and losses from the business activity are also included in this part. In running business, there must be an experience gone through the activity of handling business. Experiences on how to manage the business, as well as handling the stocks, customer services, marketing and so forth are important for every entrepreneur to improve themselves in conducting business. This shows the journey and challenges faced throughout the course of this project.

With the success of this project, it has given her the required level of confidence and communication skills as well as the knowledge and on how to run a business and to achieve a goal towards being a successful entrepreneur. Besides that, the entrepreneur also manages to build up her business network that will enable her to expand her business and branches that includes other related business. This project gives new perspectives to students and youth generations towards business which gives them chances and gain experience in running their own business as the main objective of this assignment is to involve them in business field. This could indirectly create more successful entrepreneurs for the future generations and helps in raising the national economy of Malaysia.

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1.0 INTRODUCTION

Entrepreneurship is a process of innovation and the creation of new ventures by imposing four main elements in entrepreneurship itself which are individuals, an organisation, environmental and process as well as collaborative relationships with the government, education, and institutional sectors. It can be practised by all level of ages by the general public regardless of their standard of education. As the whole world is now suffering from Covid-19 Pandemic and in order to break the Covid-19 chain, online platform has become an integral medium to disseminate the information of products to the potential buyers. Sales are done online without one being involved in taking orders and delivering the products to customers, therefore entrepreneurship can take place at all time and condition.

2.0 PROJECT DESCRIPTION

2.1 Product

LOKAL MUNCHIES

Lokal Munchies is a well-known local food brand in Malaysia. They introduced the Cookies Edition which combining two of their products, Hazelnut and Mocha Chocolate Chip Cookies as their earliest release product. The latest product released is Cereal Edition which consists of Candyland flavoured baby loops.



Type: Hazelnut & Mocha Chocolate Chip Cookies

Net weight: 300g

further complements its favour. Both products are RM15 excluding postage charges.

The main reason why the entrepreneur chooses Lokal Munchies brand is because it tastes very nice, well-established and known to general public especially in social media platforms, hence it easier for her as a dropship agent to attract customers. This could increase customers' trust and confidence to buy the product as this brand is guaranteed to be popular and currently high-demanded. Besides, she once bought and tasted both the Cookies Edition products, hazelnut and mocha flavour. She then realises the deliciousness of the flavoured chocolate cookies that it deserves to be popular and favourable which it is also one of the main reasons why the entrepreneur chooses this product to sell.

2.2 Business Activities

The world currently is fighting against the spread of the Covid-19 epidemic, which results in causing inconvenience to all parties including to most entrepreneurs and sellers especially to those who run their business offline or walk-in way. However, this issue shall not stop them from doing business as there are many other ways to do so such as online business.



Figure 1: Agent gets stocks from HQ.

	STOKIS	EJEN	MINI EJEN	HARGA JUAL
	min 210 btl	min 60 btl	min 30 btl	
LOKAL MUNCHIES MOCHA	RM13	RM14	RM16	RM20
LOKAL MUNCHIES HAZELNUT	RM13	RM14	RM16	RM20
BABY LOOPS CANDYLAND	RM10	RM12	RM13	RM15
BABY CRUNCH HAZELNUT	RM10	RM12	RM13	RM15

* Setiap pakej boleh mix

Figure 2: The normal price versus agent price.

The entrepreneur also did not miss running an online business to do marketing of the products she is selling while preventing the spread of this epidemic. She took