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FUNDAMENTALS OF ENTREPRENEURSHIP( ENT 300)

BUSINESS OPPORTUNITY  
" ABSOLUTE POPCORN"

|                |                                     |
|----------------|-------------------------------------|
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## **1. EXECUTIVE SUMMARY**

I would like to climb in gratitude for having the opportunity to complete this report. I am very thankful to Allah, The Al-Mighty for giving us the chance and good health to finish this assignment within the time given. It is an excellent opportunity for me to complete my assignment that has been given. I am incredibly fortunate to have so many guidelines to help me complete this assignment. What I have done is only due to such guidance and I would not forget to thank them. I also wanted to thank our lecturer, Puan Hafini Suhana binti Ithnin for giving me the opportunity to finish this assignment and provide me a lot of supports and guidance which made my journey to complete this assignment on time became clear and smooth. I hope that all the effort will give me benefits. I would like to express our gratitude towards our parents and members for their support and encouraging words. Last but not least, our thanks and appreciation goes to those who directly or indirectly helped us in developing this assignment.

This assignment was given by my lecturer, Puan Hafini Sufana binti Ithnin. The assignment given by my lecturer was to test the students' ability to run a small business. This business should run for at least three weeks. In addition, throughout the course of this business, students must identify the product or service performed and why the product or service is the choice of the heart. In addition, students must also have their target customers as well as creative ways for them to promote their products and services on online and offline platforms. Other than that, every business will inevitably suffer losses or profits. Therefore, students should take care of the money out and money in the business such as capital issued, the amount of sales received, and the use of money for stock updates, vehicle money, delivery charges, and so on. This should be emphasized so that students can identify the amount of losses and benefits incurred.

Therefore, I have chosen absolute popcorn as my business. I choose to sell food because products like this are very easy to accept by the public so it doesn't make it difficult for me to always find new customers. Next, this absolute popcorn is an easy snack to sell because snacks like this are always sought after by customers and it is easy to store. Furthermore, this popcorn also has its own uniqueness that is able to attract customers to buy.

Finally, assignments like this, can cultivate enthusiasm and interest and in turn, can hone the talents of students to run a business in the future. So, in my opinion, it is an advantage for students who take this subject in their studies.

## **2. PRODUCT DESCRIPTION**

### **2.1 PRODUCT AND SERVICE**



Figure 1 : Business logo.

Absolute popcorn was the first company to produce "Popcorn shakes". This popcorn is a food product that is marketed to customers who are very interested in simple snacks. The beginning of this product is only on a small scale but it is already well received and known by many people. As such, I began to take the opportunity available to join this business and become an agent for this food product. This popcorn was initially only available in one flavor which is caramel flavor but when it started to get a high response, this absolute popcorn company started to release another new flavor which is red velvet flavor.

For those who love caramel-coated popcorn, it is highly recommended to try this popcorn. This is because the specialty of this caramel popcorn is that this popcorn is coated with twice the layer of caramel compared to the caramel popcorn sold by other brands and customer can only get it 500g for RM19.90. Furthermore, when customers pair the caramel popcorn with the magic powder it makes the popcorn more appealing and tastier. This is because the combination of caramel and chocolate is a combination that is very perfect and most loved by many people. In addition, I also sell red velvet flavored popcorn. For more information, this red velvet flavored popcorn is the first red velvet popcorn released in Malaysia. For those who prefer a combination of red velvet and chocolate, this food product is perfect for them because it is not too sweet to eat and it is perfect for those who do not like extreme sweetness. The price for this flavour only RM15.90 for 300g.

## **2.3 PLATFORM USED FOR BUSINESS**

The term 'digital platform' is widely used today. If you take the definition right, it's often tossed around. In this context, you should consider the platform as an online marketplace where consumers and entrepreneurs make transactions online. Using an online platform as a space for us to run our business and to promote our products and services is the best option. This is because the use of social media as a place to do business can help me to attract customers more easily. In addition, if I post product and customer pictures or customer feedback on social media it can be seen by other social media users as well as other social media users can also share the pictures and feedback to their other contacts. Through this method, I can attract more customers and many also know about the products and services that are offered. In addition, the various types of applications that I use to offer these products and services.

Among the app that I use for my business are Instagram, whatapps and shopee. Instagram and shopee is a platform that is very popular with entrepreneurs in Malaysia. This is because Instagram and shopee are platforms used by all ages whether young or old so it can make it easier for entrepreneurs to find their customers.

Furthermore, I use the online platform as my business space because as we know the current covid-19 epidemic is on the rise and dangerous. So I have taken another initiative in the way of doing business online as it can keep us from coming always face to face with others. Therefore, through this online platform, most of the customers want cash on delivery (COD), which is means cash on delivery by face to face. But for distant customers, I will make delivery via postage to the whole state. In this way, it is one of the safest ways I can use to take care of my and my customer health.