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FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING (FSPU)

DEPARTMENT OF QUANTITY SURVEYING

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

ASSIGNMENT II- BUSINESS ACTIVITY

(@YUMZBYMI)

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3.0 EXECUTIVE SUMMARY.

For this business activity, We are required to conduct business by selling products that we have chosen. We can do an online or offline business, and I decided to do an online business as a dropship to promote @Yumzbymi's products. Muhammad Nazmi Aiman Bin Mansor is the owner of @Yumzbymi. Food (desserts) such as Moist Chocolate Cake and Cheesekut are among the products I promote. I started planning what I would do for this assignment a week before I start selling the products. I decided to become a dropship, so I contacted the Yumzbymi founder and began my business activity for three weeks. The business operation starts from May 17th to June 4th, 2021.

The first thing I do to run this business is promoting the products on social media platforms like Instagram and WhatsApp. Every day, I encourage the products because @Yumzbymi operates and can deliver cakes every day. I always receive an order the day before delivery, so I submit the order to the founder at midnight every day. I will earn RM2 for each box of cakes that I successfully sell. The more orders I collect and promote for @Yumzbymi, the more profit I make. Promoting on social media has helped me gain more customers because people use social media daily. I also do a research and a survey for the target market and I found that Young people and women tend to like sweets and also they prefer desserts more than others. Doing a little survey is very important to identify what kind of product is highly demanded by the consumers in the market. I have sold 80 boxes of cakes to 25 customers for these three weeks. During these 3 weeks of my business operation, I have managed to achieve my target. Based on my observation, most of my customers were college students who are still studying. Before I started doing this business, my target market is among college students, women, and kids. It is because these people are most likely to purchase cakes. So, it is proven that I have managed to achieve my target and the profit that I gained at the end of this business activity is RM160 by selling 80 boxes of cakes for three weeks..

Finally, despite the difficulties that I have faced in this business operation, I have gained a lot of knowledge and experience in how to run a business. It is difficult to find a customer and to reach a business goal. Because of the pandemic Covid-19, our movement for doing business is limited, but I was able to complete my report and business operations successfully.

4.0 PROJECT DESCRIPTION.

I participated in being a dropship seller for this business activity assignment such as collecting orders, and promoting the business to people and gain customers. @Yumzbymi is the name of the company that I've chosen. Food (dessert) for Melaka residents was the product that we served. I sell two different types of desserts. Moist Chocolate Cake is the first. A signature dessert with a rich flavor and bitterness. Then there's Cheesekut, which comes in three flavors: Original, Coffee, and Cookies and Cream. A high-quality cheese with a sweet and savory flavor and nestum..

The reason why I want to be their drop ship because I am a huge fan of chocolate, and I enjoy eating it. The flavor of @Yumzbymi's moist chocolate cake is different from many other sellers. The taste is pleasant and not overly sweet. Although the chocolate is not overly sweet, the rich bitterness flavor from the moist chocolate cakes has enhanced it. It tastes like an expensive chocolate cake, but we can get it for a reasonable price at @Yumzbymi. Aside from that, we also sell cheesekut. This is because people nowadays prefer to eat something or any food that contain cheese, and cheese-containing food can also be considered a trendy food. The affordable price and rich taste of @Yumzbymi cakes have captured many customers' hearts, resulting in high demand for @Yumzbymi cakes in Melaka. It make me more interested to work with this company, and I want to learn more about this business as a dropship and promoter.

The prices for the moist chocolate cake and the cheesekut different, but the price range for each cake begins at RM8. Therefore, the actual cost of the moist chocolate cake is RM8 per piece. However, to attract more customers to buy more moist chocolate cake, I implemented a promotional pricing strategy, reducing a product's price to attract customers. The more you buy, the less you pay. Customers can save up to RM4 if they purchase three moist chocolate cakes rather than one moist chocolate cake at RM8. So the price is 1 for RM8, 2 for RM15 and 3 for RM 20. We also have three flavors of Cheesekut, it is Original (RM8 per box), Cookies & Cream (RM10 per box), and Coffee (RM10 per box).

Next, for our target market , firstly, we have to identify our target market needs and wants. @Yumzbymi's target market consists of young people and women who enjoy eating sweet treats such as cakes. They also prefer to spend their money on food (dessert) rather than on shopping. In addition, women appear to be more likely than men to crave sweets. Sometimes young people will have a gathering, party, or date so they can buy and bring the cake together. @Yumzbymi cakes can also be given as a birthday or anniversary gift to their

3.0. PROJECT OUTCOMES.

@YUMZBYMI

Duration of Business activity: 17th May 2021 – 4th June 2021

Based on my business activity as dropship, the profits that I earned are based on the number of boxes of cakes that I sell. I sell 80 boxes for three weeks, and it is more than ten boxes of cakes per week, and I succeed in making a profit throughout this period week. I had 25 customers during these three weeks, and a few of them have placed repeat orders with me. The profit from the founder is RM2 per box, so the profit I made over these three weeks is RM160 for 80 boxes.

SALES RECORD.

Bil.	Date	Customer's Name	Products	Price	Quantity	Total
1.	17.05.2021	Miss Nur Nina	Cheesekut Original Cheesekut C&C	RM8 RM10	2 1	RM26
2.	17.05.2021	Miss Syamiera	Moist Chocolate Cake Cheesekut Original	RM8 RM8	3 2	RM36
3.	19.05.2021	Miss Fatihah	Moist Chocolate Cake Cheesekut Coffee	RM8 RM10	1 2	RM28
4.	19.05.2021	Miss Natasya	Moist Chocolate Cake Cheesekut C&C Cheesekut Original	RM8 RM10 RM8	3 1 2	RM46
5.	20.05.2021	Miss Hasifah	Moist Chocolate Cake	RM8	3	RM20
6.	21.05.2021	Miss Aisyah	Moist Chocolate Cake Cheesekut Original Cheesekut C&C Cheesekut Coffee	RM8 RM8 RM10 RM10	1 1 1 1	RM36
7.	21.05.2021	Miss Syakirah	Moist Chocolate Cake Cheesekut Original	RM8 RM8	3 1	RM28
8.	21.05.2021	Miss Ayra	Cheesekut Original	RM8	2	RM16
9.	23.05.2021	Miss Yusnani	Cheesekut Original	RM8	4	RM32
10.	23.05.2021	Mr.Danial	Cheesekut Original Cheesekut C&C	RM8 RM10	1 1	RM18
11.	23.05.2021	Mr. Aiman	Moist Chocolate Cake Cheesekut Coffee	RM8 RM10	1 1	RM18
12.	23.05.2021	Mr.Syahir	Cheesekut Coffee	RM10	1	RM10
13.	27.05.2021	Mr.Azhar	Cheesekut C&C	RM10	2	RM20
14.	27.05.2021	Miss Mazlina	Cheesekut Original	RM8	5	RM40
15.	28.05.2021	Miss Tan	Moist Chocolate Cake	RM8	3	RM20