



اَوْنِبُوْرَسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ مَارَا

UNIVERSITI TEKNOLOGI MARA

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KAMPUS SERI ISKANDAR

FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

DEPARTMENT OF QUANTITY SURVEYING

ENT 300 : FUNDAMENTAL OF ENTREPRENEURSHIP

ASSIGNMENT 2

(BUSINESS ACTIVITY)

COMPANY NAME : TAUHU BERGEDIL BY FOODY EMPIRE

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2.0. Executive Summary

As students who have registered the subject fundamental of entrepreneurship (ENT 300), are require to fulfil the next assessment where its has been determined by the entitled party, in order to complete our syllabus structure in this semester. In this case study, I was required to start conduct a self business activity either by online or offline way. In addition, as long as this business goes on, I need to record my outcome profits within the latest 3 weeks for the purpose to completing my business activity report.

Next, I have chosen to run a food - based business which has give a name for my company as Foody Empire. In addition I also target every age group, starting from 5 years old children to adults to become as my target customers or market in the process for running my business. I have chosen homemade 'tauhu begedil' as a product which to be marketed in my business, I have also chosen the method of online promotion and door-to-door delivery, other then that for the payment method, I accept either by using online transfer or by cash on delivery (COD) throughout the course of this business. For my product, I put a price of RM 5.00 for 5 large pieces of 'tauhu begedil'. As well as charging a delivery charge between RM 2.00 to RM 3.00 depending on the distance of each area from by place.

Furthermore, this business takes place twice a week which is on the every Tuesday and Friday, this is due to ensure that no large losses are incurred will be faced, I use the pre-order method where the list of order will be taken two days before the manufacturing and delivery process. This report took a quite some time to complete as there were some constraints from various aspects. As the result I took nearly two month to conduct and completing my summarizing of outcome profits from this business, among the obstacles that are encountered such as the lack of capital at the beginning of the process to start a business and find a flexible division of time as I had to attend other classes as usual.

Therefore, the objective of doing this report are to demonstrate my ability in managing and conducting my private business which is 'tauhu begedil' in this field of entrepreneurship. This assignment are indirectly gives an experience to me in this field. Not only that, by doing this report it has broadened my knowledge, as well as has paved my way in the field of business. Even though this is a new experience for me, I was able to complete this report on time during the estimated period that has been given.

3.0. Project Description

3.1.a. Types Of Product / Sells Product



Figure 1 : tauhu begedil by foody empire.

For my first attempt in this business field, I chose to run a business which is easy to sell every age group, where it is based on the type of food. Therefore, I chose to put the name of my company as Foody Empire and as the result 'Tauhu begedil' has been chosen to be my first product to be market for this business activity. 'Tauhu begedil' is a food that is suitable to be as an evening meal, it consists of dried tofu that stuffed with mashed potatoes, ground meat, soup leaves and seasonings such as black pepper, white pepper and salt. It is also included with its spicy soy sauce which need to be used as a dipping sauce.

2.2.b. Reason The Product Being Choose

'Tauhu begedil' was selected to be used as a sales product because it is a food that has become a favourite of society nowadays, I am also one of the fans of 'Tauhu begedil', so I decided to choose it as my product. Other than that, I could see a business opportunity on this type of food. This is said in such a way because in my area, there have not much people who sell the 'tauhu begedil' that satisfies the taste of customers. Apart from that, the price are also sometimes not affordable and there are some sellers who charge a expensive delivery fee. So I took this opportunity to attract customers, I was able to turn the shortcomings found in other businesses as a lesson for me, so that I could improve my recipe of 'tauhu begedil'. In addition, it is also suitable to be used as a delicacy of afternoon meal (high tea).

3.0. Project Outcomes

TAUHU BERGEDIL BY FOODY EMPIRE

Duration of Business Activity: (Record of latest 3 week)

Capital Record :

Details	Date	Items	Quantity	Price	Remarks
Ingredient	17/5/2021	Potatoes	3kg	RM2.49/kg	
		soup leaf (daun sup)	2 pack	RM1.39/50g	
		Minced beef	2 pack	RM7.99/400g	
		Black pepper	1 bottle	RM5.60/80g	
		White pepper	1 bottle	RM5.85/80g	
		Salt	1 pack	RM1.90/400g	
		Dry tofu	7 pack	RM5.49/300g	
		Garlic	500g	RM4.49	
		Red onion	680g	RM2.99	
		Cooking oil	1bottle/50kg	RM28.49	
		Egg	10 pcs	RM3.99	
		Green chili (cili padi hijau)	380g	RM7.99/kg	
		Soy sauce	1 bottle	RM8.65/645ml	
TOTALS					<u>RM128.73</u>
Ingredient	20/5/2021	Potatoes	1kg	RM2.49/kg	
		soup leaf (daun sup)	1 pack	RM1.39/50g	
		Minced beef	1 pack	RM7.99/400g	
		Dry tofu	6 pack	RM5.49/300g	
		Green chili (cili padi hijau)	160g	RM7.99/kg	