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DIPLOMA IN QUANTITY SURVEYING

ENT300 – FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS ACTIVITY

YEEN KUKIS HQ

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1.0 EXECUTIVE SUMMARY

Business activity require students to do business in their own which is sell something that they would like to sell. The time given for doing this business activity is three weeks. During that time given, students need to take note about the budget required to make as capital, how many stocks did you sell, and how much you gain profit from selling the product. All of these are very important in business especially for those that want just to start a business. Business activity is a good way to students who have a dream to be a businesswoman at a young age because this activity can teach students on how to deal with customers that have various attitude out there. For me, this activity is very fun because you can earn your own money in easy way which is you just need to promote the product on social media. If you have many followers on social media, it is advantages for you because more people will interested to buy the product that you sell. To be honest, I enjoy by doing this business activity.

There are a lot of products you can sell on social media. For my business activity, I choose to sell cookies called 'Kukis Celup' by Yeen. These cookies comes with five flavours which is chocolate chip, red velvet, dark chocolate, brownies and unicorn. It is called 'Kukis Celup' because there are two flavours of chocolate sauce that customers can choose according to their taste. The two flavours of chocolate sauce is milk chocolate and white chocolate. The price of this cookies is only RM12 per bottle. These cookies can interact more people because the packaging is very nice. For your information, packaging also play an important role to influence people to buy your product. Besides that, you must hard work to promote every single day. This is because when people see you always promote the product that you sell, they will trust on you to buy the product.

The method that I used to sell Yeen Kukis Celup is by using whatsapp, facebook, Instagram and shopee. I promote three times in a day since day one I sell Kukis Celup. The more I promote, the more customers I got. First time when I decided to sell these cookies, I gave to my friends and family for try it first and then ask them for the feedback. When they said the taste is so good, then I decided to promote on my social media. After three day I promote, Alhamdulillah there are a lot of people want to order Kukis Celup and I'm feel so happy because I received a response from others. However, I also had bad experience while conduct this assignment which is customer clash promise. She order two bottles of cookies and want to pick-up at my home. After that, I'm waiting for her until night but she didn't come. So, I text to her and she said she want to cancel the order. I hope I don't get joy customer again after this.

2.0 INTRODUCTION

Yeen Kukis Celup HQ is one brand which sell cookies include chocolate sauce. Yeen Kukis Celup HQ is located at Pasir Pekan, Kelantan. A founder named is Nur Azureen Binti Faizal or called as Yeen. Yeen start selling cookies since last year which is in 2020. She make a decision to sell cookies because she want to try new things. She also expert in making cookies since she joined cooking class. Yeen just introduce her new brand only through social media and first batch she only produce chocolate cookies. After that, when her cookies get responses from people, she decided to produce in various flavours so that customers not bored with her product also can interact many people to buy her cookies. Moreover, day by day her business growing up and more people start to know 'Kukis Celup' by Yeen. In addition, after people try 'Kukis Celup' they want to join to be agent because the taste of cookies is very delicious.

'Kukis Celup' by Yeen now has a lot of agent and dropship in Malaysia. Everyone can buy it either by cash on delivery or by post. There are five flavors that customer can choose which is chocolate chip, red velvet, dark chocolate, brownies and unicorn. The price is only RM12 per bottle for all flavors. It comes with two types of chocolate sauce which is milk chocolate and white chocolate. Furthermore, to become agent, you should take stocks minimum 30 bottles from HQ. They are not allowed to take below of 30 bottles because that is terms to become agent. There are some terms and conditions to become agent. The first one is you need to ensure that you really interested to selling 'Kukis Celup'. The second one is, if you not promoted or not taking stocks in 2 months you are automatically to be removed from HQ immediately. The third one is you are compulsory to sell at a set price by HQ.

Next is if you are making problems, you are also automatically to be removed from company. The fifth one is you have to be able to receive any mistakes from HQ. Besides that, you're not allowed to promote another product in HQ group because you need to respect as a seller. Last but not least, you're compulsory to pick-up stock by yourself at HQ or if you can't pick-up from HQ, then HQ will post out to your doorstep. That is the terms and conditions that you need to follow when you joining agent. You need to consistent in what are you doing especially in business. If you want to become a successful person, you must be hardworking in every single thing such as in promote your product, study about marketing and more. I believe that, if I struggle now in doing what I love and one day all the hardworking are paid off. When you become a successful person, you can buy anything you want without thinking about its price. What you need in yourself is trust. That is the key to become successful person.

3.0 PROJECT DESCRIPTION

3.1 WHAT PRODUCT THAT I SELL

For my business activity, I sell cookies which is called 'Kukis Celup' by Yeen. It is called 'Kukis Celup' because it comes with two types of chocolate sauce that you can eat with cookies. The two types of chocolate sauce are milk chocolate and white chocolate. Besides that, the cookies also have five flavors that customer can choose which is chocolate chip, red velvet, dark chocolate, brownies and unicorn. 'Kukis Celup' are sold in bottles and the weight of cookies for each bottle is 120g+. In addition, as I mention before, 'Kukis Celup' comes with chocolate sauce, weight for chocolate sauce is 30g+ per cup. Furthermore, the price is only RM12 per bottle include chocolate sauce for all flavors and will get free chopstick. The price is cheap and worth it because the taste of cookies is very delicious. Besides that, primary or secondary students also can buy it because the price is not too expensive.

3.2 WHY I CHOOSE THAT PRODUCT

The reason why I choose 'Kukis Celup' to sell for my business activity because I believe that everyone like to eat and most people like cookies. Besides that, I want to help small company out there to grow up their company by introduce to many people. When many people want to become agent of 'Kukis Celup', I'm sure that more people out there will know about this brand. For example, when I promote on my social media my friends and followers will see it and some of them want to try. After that, when they try to eat that cookies and the taste is good of course they will repeat order and try to promote to their friends. Moreover, one more reason why I choose to sell 'Kukis Celup' because the ingredients used for baking these cookies is healthy and less sugar. This is automatically will be favorite cookies for those taking care of their health.



Figure 1 Yeen Kukis

Source: Telegram

Available at: <https://t.me/joinchat/R40ttZH61Y2O7bqZ>