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UNIVERSITI
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MARA

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WRITTEN REPORT

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Executive Summary

This written report that has given required to conduct a business activity either sells the product or offer services. This overall report is designed to describe the business that runs by the entrepreneur for the past 3 weeks. It also included the overview of the business as much as the product that offered, where did the business was conducted, the business target, etc. Additionally, it also included the process of the business that has been conducted as much as the operation of the business.

The business activity that I conducted was a small business that sell frozen spring rolls. It was a really big challenge for me to do this activity as it is the first time, I am conducting the business. With passion and persistence, the overall business activity that was conducted was great. In order to get the customers, I need to promote and advertise the product to the people. Along with the growth of the online market, I took this opportunity to try out managing the business online.

There are several problems that I encountered during working on this project. At the beginning of this activity, I need to find a suitable business that fulfil the customer's needs. It was really hard to decide on something that I can sell in order to complete this activity. I also face the problem regarding my laptop that always lagging and it always not responding. In general, I would say that this business activity really gave me the opportunity to learn and gain knowledge about the business even though I encountered many problems.

1.0 Project Description

The product that I sell is the frozen spring rolls. Each of these foods or products came with a different type. For the frozen spring rolls, we offered chicken, crabs, and egg filling. The reason why I choose to sell these products is that the frozen spring rolls are easy to prepare and have unique taste.

The frozen spring rolls contain various types of vegetables mainly carrots and jicama, that comprise a lot of nutrition, and their wrapping style that makes the spring rolls exclusive. Other reasons why I select the spring rolls are because the ingredients contained in the spring rolls are easy to get and find in the supermarket. Besides, the preparation to make spring rolls did not take too long.

The aim of selling the spring rolls is to make sure that people can easily enjoy the food without consuming too much time because the spring rolls are already prepared and ready to cook. With the simple things to do which is fry, the people can enjoy the tastiness of the spring rolls whenever they want. Because of the tight schedule, people tend to skip breakfast time. To make it simple, the frozen spring rolls will make everyone can take their breakfast without spending too much time.

The business that I operate is an online business and because of the pandemic, there are some restrictions to deliver the product. So, in order to cope with it, I included the details of the delivery area that I covered in order to deliver the product. I conducted this business from 17th May 2021 until 06th June 2021 and it is only about 3 weeks. The main target of my business is mainly women in average 20 and above and live in Klang, Selangor. To make everything easy and quick, the frozen spring rolls are created for the women who do not have time to make breakfast and the people who are busy with their work. Along with the innovation of technology and the current situation, the business that I run is through the online platform and the main platform is WhatsApp. It also included the promotion through the WhatsApp group and WhatsApp's status. It is an easy option to promote the product as people nowadays be likely to view things with their phones.

2.0 Project Outcomes

(Duration of Business Activity: 17.05.2021 – 06.06.2021)

The price of the products

Types	Price (RM)
Frozen Spring Rolls (Chicken)	5.00
Frozen Spring Rolls (Crab)	6.00
Frozen Spring Rolls (Egg)	5.00

Stock Record - Frozen Spring Rolls (Chicken)

Date	Products	In (packet)	Out (packet)	Total (packet)	Remarks
2021/05/19	Frozen Spring Rolls (Chicken)	9		9	
2019/05/21	Frozen Spring Rolls (Chicken)		4	5	
2021/05/22	Frozen Spring Rolls (Chicken)		2	3	
2021/05/23	Frozen Spring Rolls (Chicken)	10		13	
2021/05/25	Frozen Spring Rolls (Chicken)		5	8	
2021/05/28	Frozen Spring Rolls (Chicken)		3	5	
2021/05/29	Frozen Spring Rolls (Chicken)		3	2	
2021/05/30	Frozen Spring Rolls (Chicken)	4	2	4	
2021/06/02	Frozen Spring Rolls (Chicken)		1	3	

(Rekodkan jumlah stok termasuk yang baru diambil/ada dalam tangan (in) dan yang terjual (out))