



**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
DIPLOMA IN ESTATE MANAGEMENT (AP115)**

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**

BUSINESS OPPORTUNITY (BUNGAA SHOP)

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1.0 EXECUTIVE SUMMARY

Ubilicious.hq was established on year 2020 which founded by Muhammad Haziq and his business partner. This product is actually a new product based on Banting, Selangor and that time they are finding for dropship and agents in Malaysia. So I decided to be their agent since in Ipoh, Perak there was no dropship and agent yet. The benefit of being a part of their team is I can get a live coaching and also a decent reward.



Figure 1.1 The founder of Ubilicious Kerepek Ubi Salted Egg

This business was actually a challenge for me because I need to finish the stock that I have spent for nearly RM2,000. I need to arrange a good strategies and marketing for a good business. It is not easily to find a lot of customers within 2 months to buy 160 unit of kerepek ubi salted egg. But thankfully, I can manage to handle it and clear all of the stocks between the due of this assignment.

The capital I have spent in this business is with my own savings. It is important part because I have take the risk to use my money to run a business. The cash flow table has shown the result of this business is surplus, so I did not have any losses but it is actually gives me a profit where my savings has been increase.

2.0 PROJECT DESCRIPTION

2.1 Product Description

The product I was selling is a snack which is based on ingredients from cassava and salted egg. This product was named as Ubilicious Kerepek Ubi Salted Egg from Ubilicious.hq. It was based on Banting, Selangor. Ubilicious is a snacks which has a unique flavour between a combination of potato chips and salted egg seasoning. Potato chips usually have an original and spicy flavour, but the difference for this product is the salted egg flavour. Salted egg flavour is also not too thick causing people to become addicted to eat it non-stop.

I choose this product because it is the latest release so the opportunity to sell in the market is huge. Plus, I've tasted this product and it's very tasty. I feel that this product is able to go further and give me good sales results throughout the period I go through the sale of this product. I run this product for this task is 2 months from April 24, 2021 to June 24, 2021. So I involved to be their stockist with stocks 60 jars on the first month, 100 jars for the another one month and total up for the stocks is 160 jars within two months.

This product is available through online due to the pandemic that is spreading nowadays. I prefer to run this business on social media like shopee, instagram, facebook and whatsapp. I do cash on delivery, postage and customers can also come to my house to pickup their order. For postage, I prefer customers to place order through my shopee account. It is more safety, save the postage fees and quite easily for both parties.

2.2 Target Customers

In every business must have a target customer. So for this product, I feel like the aged from 5 years old to adult level will like to eat these snacks. This is because this age group is suitable for them to enjoy snacks because it has become a necessity for them to eat in their spare time while watching television, chatting with family and friends. For teenagers and students, I think they are the easiest target for me to make them as my customers because at their age it is a habit for them to stay up late at night because they often do assignments, watch movies and play gadgets. So, when they buy this snack, they can eat while doing assignments, watching movies or playing gadgets.

I manage to sell more to my friends which they are aged from 18 to 25 years old. It is because they feel attractive with the flavour of kerepek ubi which rarely to see with