



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

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300**

**BUSINESS OPPORTUNITY (MAHROJA ENTERPRISE)**

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## 1.0 EXECUTIVE SUMMARY

Mahroja Enterprise is a company that created by a woman founder, Anita Binti Mahadir which is my mother. I am using my mother's company name for this business project because of I help her to sell her product. It was established in 2015 and actively running a frozen Ketupat business in north region of Malaysia especially Kedah and Pulau Pinang. Mahroja Enterprise have two premises which located in Bukit Mertajam, Pulau Pinang and Sungai Petani, Kedah. For this small business activity, I am selling the product that produce by Mahroja Enterprise. It is also indirectly could increase my mother's company sale. Thus, this is a chance for me to help my mother to boost her company's sale at the same time can complete this small business project.

I am selling Frozen Ketupat Che Ta which freshly made by Mahroja Enterprise by marking up the price so that I can earn some profit. In this situation, I am using dropship technique which I just resell the product that produce by Mahroja Enterprise. There were some variations of frozen ketupat that I selling which is Ketupat Asli, Ketupat Kacang, Ketupat Jagung and Ketupat Pulut Hitam. All of the stocks are stored and made by Mahroja Enterprise. All of the order that taken by me is a pre-order which means the customer needs to order first and receive the product later due to insufficient of space to store the stocks of frozen ketupat.

For this small business activity, I started on the first day of Ramadan which is 26<sup>th</sup> of April 2021 until 27<sup>th</sup> of May 2021. I started this business by promoting and advertise it on Facebook post and Whastapp Status feature. This business was conducted by me for about one month because this kind of product only has high demand in Ramadan and Hari Raya Aidifitri only. It is also had demand in Hari Raya Aidiladha but it is not as much as in Hari Raya Aidilfitri. Thus, this business only can be conducted about not more than twice a year.

By running this small business, I made some profit by selling Frozen Ketupat Che Ta even though the amount is small compared to other business but the main thing is I learned some values and also gained some experiences in business. This project helps me to increase my communication skill by communicating with the customers and others. It is also gives me experience in handling customers that has different characteristics and manners.

## 2.0 PROJECT DESCRIPTION

### 2.1 Before Activity

In this small business project, I am selling Frozen Ketupat Che Ta which freshly made by a small company that owned by an entrepreneur named Anita Binti Mahadir which is Mahroja Enterprise. Dropship technique are used in this project which means all of the stock were taken from Mahroja Enterprise and I markup the price of the product in order to gain profit for this small business project.



*Diagram above is the product that I selling which is Ketupat Frozen Che Ta.*

There are some reasons why I choose Frozen Ketupat Che Ta as my product that I selling. The main reason why I chose a product that made by Mahroja Enterprise is because I have a strong relationship with the manager of Mahroja Enterprise which is the manager, Anita is my mother. Thus, it helps me a lot in dealing with her about the small business that I conduct for this project. In other hand, the reason I chose Ketupat Frozen Che Ta is because it can solve the problem that faced by most of the community who does not have time to cook Ketupat in Hari Raya Aidilfitri. Moreover, current situation is the best chance to sell this kind of product. This is because Malaysians are not allowed to visit their family's home during Hari Raya Aidilfitri due to break Covid-19 chain. Thus, many people still want to eat Ketupat in Hari Raya Aidilfitri but they don't know how to cook it and does not have time to cook Ketupat.

### **3.0 PROJECT OUTCOMES**

#### **3.1 After Activity**

Total sales that I have made by selling 73 kilograms of Frozen Ketupat Che Ta is RM1,825. All the sales of Frozen Ketupat Che Ta were calculated from 26 of April 2021 until 27 May 2021. Sincerely, I really amazed that my small business project has been supported by my friends and relatives.

The products that I selling is a pre-order product which means the customer needs to order first and not receiving the products on the time they order the products. Thus, all of the Frozen Ketupat Che Ta are sold. Without all the supports from my friends and relatives, maybe the stocks of my product are failed to be sell.

In this one month of running business which is from 26th of April 2021 until 27th May 2021, I managed to sell 73 kilograms of Frozen Ketupat Che Ta from various type of Frozen Ketupat such as Ketupat Asli, Ketupat Jagung, Ketupat Kacang and Ketupat Pulut Hitam. Even though 73 kilograms seems like a small amount of orders, but for me as a person who just started a business it is really meaningful.

Since 26th of April 2021 until 27th May 2021, all of the orders that I received are from 27 different customers which most of them are my friends and relatives. There are some orders received from Bukit Mertajam, Pulau Pinang and most of them are from Sungai Petani, Kedah. For me, 27 different customers for a new small business that just started up for about one month is such a great thing that happened.

After all the journey I have been through in this small business project by deducting the total cost from the total sales that I have made, I have earned RM200 net profit after selling the products. Even though the amount of profit that I made is not big, I am feeling lucky enough because I did not make a cash deficit for this kind of small business project even though my experience in business is not enough compared to other people.