



**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING  
DIPLOMA IN QUANTITY SURVEYING (AP114)**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300**

**BUSINESS OPPORTUNITY (Florentine De' Lily)**

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## **1.0 EXECUTIVE SUMMARY**

My objective in building this Florentine De' Lily business is to offer my new recipes to my customers and based on how Asians like them. Eventually I decide to proceed with the Florentine cookies business as I believe that this business has a lot of strengths and opportunities compared to the others. As for my target market and my prospects for business, the major target market is for customers aged about 25 and below who are married men and women. This is due to the women and men which is already married, they would prefer to purchase rather than make as they are very busy working and need to take care of their children. I also realize it is difficult for everybody to reach at once, reducing my emphasis to a core audience allows my firm to develop a message strategy that is directed at the kind of products that are most likely to become customers.

I also believe my business will succeed as my products have several competitive advantages, such as extremely exceptional handmade cookies which not only taste wonderful, but which also look intriguing and appealing. Also, all of my biscuits include a tiny added touch as a little sugar ball as a food sprinkle on topping.

As for the target profit, I target 28 containers will be sold at a price of RM15. I am thankful my business is running smoothly as my sales have surpassed what I was targeting with having got 40 containers all at once. 40 containers have been sold multiplied by the price of RM15 there is a profit of rm600.

### 3.0 PROJECT DESCRIPTION

#### 2.1 Before Activity

Florentine De' Lily is my short name for a top-quality food and halal food production in my business. Florentine De' Lily is a firm that supplies its numerous costumers with excellent quality biscuits. The running of a business for '*biskut raya*' is a terrific chance for me, as it is one of the most wanted markets right now in the festive season. So, on the festival day, I grabbed the chance to make home-made *raya* biscuits. I aim to manage the business offline from home, too. I am confident and believe that my customers will respond warmly to the Florentine De' Lily. Do not many people now do "*kuih raya*" or "*biskut raya*", agree or not if I say. Most people would prefer to purchase rather than make. It is just a cake, if someone creates this, and the rest like to purchase it at festival. Most people like to consume heavy cuisine, such as chicken soup, and so on. Given this circumstance, it is obviously the right choice for me to manage a festive biscuits business.

I choose this product because it's very fragrant and crunchy, it is uniqueness. Florentines is an Italy traditional cookie. It is comprised of sugar, honey, almonds, seeds, spices and fruit candied. The cookies are chocolate-based at the bottom. This recipe has nonetheless been adapted to suit the tastes of Asia. Because most of them in Asia only enjoy it with nuts and seeds, because candied sugar makes it excessively sweet and they rarely use any spices in their dessert. My goal is to present my customers with my new recipes and express how Asian people prefer them. Florentine lily provides excellent quality biscuits, complemented with sweetened butter, with a range of nuts such as almond slices and pumpkin seeds. Every dish is produced with all-natural ingredients from a top-quality cake shop which is natural bake. My item doesn't just taste excellent, it also looks fascinating and attractive to look at. Also, all my cookies, mini sugar ball as a food sprinkle, have a little additional touch. These little touches will improve my customers' exquisite experience.

### **3.0 PROJECT OUTCOMES**

#### **3.1 After Activity**

I believe to advance sales one must work harder and not give up easily. Every successful entrepreneur has their own strategy for growing up their sales. The effect of my hardship has paid off by using a capital of only RM344.30, the sales revenue I achieved during the one month was as much as RM600. The results of this sales were well worth it even though I was in business for only a month. For me who has never traded in business of *Raya* biscuits before, I have set a realistic target, which is for target that I will sell at least 28 containers, and I have managed to pass the target by being able to sell all my Florentine biscuits by getting 40 containers of my Florentine biscuits at a price of RM15.00 each. Since I have no employees appointed in this business, I have used my services twice a week, that is every weekend in Friday and Saturday. On Friday, I take time to complete customer orders and also to go out to buy insufficient ingredients or needed items. On Saturday, I went to make deliveries to customer's homes. The time I need to prepare the Florentine biscuits is only take 4 hours because I only make one type of biscuit and the time to prepare the biscuits also depends on how many orders that customer wants.

Business is not just selling goods, but it is a process of relationship between a product or service with potential customers or existing customers. The relationship I mean is how I try and find the best opportunities and spaces to continue to connect my products to customers. I believe that my sales strength is not dependent on the strength of the Florentine biscuits only, but it involves the element of a good relationship with the customer. This question of a good relationship should occur because every single round of business that is where I sell a product to a customer and the customer pays the value or price and there is a process called 'Business Transaction' and every business transaction that has existed will give me one income. By adopting a good customer relationship attitude, I have finally got a total of 28 customers. Most of my customers will repeat an order after buying one of my cookie containers. After getting tired of doing business for a month, I was rewarded by getting back the profits from selling Florentine biscuits. The profit I got was RM255.70. In fact, the profit I was received is the reward of my time and effort.