



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

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300**

**BUSINESS OPPORTUNITY (PRELOVED BY QYSQUS)**

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## **1.0 EXECUTIVE SUMMARY**

Preloved by QysQus is an online preowned clothing store since April 2021. This business started because the primary objective is to help and encourage students to be fashionable with limited budget. By using Instagram and Carousell account, this company has gained quite number of followers due to the platform that usually used by students. In order to give an outstanding satisfaction to the customers, my company hand picked every item to make sure the quality is at its best and also up to date.

As for marketing, I will keep on updating Instagram stories regarding styling tips or any new clothes coming soon. Thus, my current and new followers get updated and it keeps my company's Instagram account at the most recent as according to the new algorithm by Instagram. By doing so, I received a lot of direct messages from customers who wants to purchase their order. Not just that, I get to experience handling some customers who keep on asking for discounts and in the end did not even buy. It was frustrating but that is part of running business. The business turns out very well as I profited RM 165 net by selling 40 pieces of items that cost my company RM 459 to buy inventory from supplier and wrapping materials.

Altogether, it was a great experience and opportunity to be able to run the business accordingly and even though my company only profited small amount, I am still proud of it. I am looking forward to continue this journey as I had learned new skills and am better than before by learning from my mistakes.

## **2.0 PROJECT DESCRIPTION**

First of all, my company sells preowned outfits with good quality yet affordable. The reason why I chose to start this business is because I wanted everyone especially those who cannot afford to buy expensive clothes at normal clothing stores but still wants to be fashionable and up to date to be able to experience it with the existence of my company's products. Furthermore, the capital needed to start this business is not much which is easier for me as a student to do it. My company uses online platforms to run the business. As nowadays highly used social media is Instagram and Carousell, I take it as an opportunity to expand my products to public. Moreover, I started this business in April 2021 until recent with the supports of my beloved families and friends.

My primary target customers are students at the age of 14 to 24 because most of my products are usually used by people around that age. In fact, we chose our clothes that suits these days trend especially for our target customers. It is easier for me to do this business as I do understand the demand from students in buying latest fashion outfits. As mentioned before, I use Instagram and Carousell to publish my products to the public. Both platforms have its own pros and cons. For Instagram, I can interact with my followers by posting on Instagram Stories and share about any latest collection coming soon or even sharing some tips on styling outfits. I can also post any feedbacks from my customers purchases. As for Carousell, it is safer to deal with customers because there is Carousell protection. This means that, both parties will have a secure transaction and customers can keep track on the shipping progress. In general, both platforms are very important for my company and thankfully I get to gain more by marketing my products on those platforms.

All of the pictures posted on Instagram and Carousell are taken and edited by myself. I used an editing application on my phone to make it look fancier to attract customers attention. There are certain outfits wear by our model to help the customers imagine wearing it themselves.

After orders are placed by customers, I will fold every item and pack it using bubble wrap nicely before send it to the courier to deliver. I only make postages every weekend which is Saturday and Sunday. Then, the courier I chose is JNT Express as they are very well known for their efficiency and fast delivery just within days.

### **3.0 PROJECT OUTCOMES**

During 3 months of running this business, my company were able to sell every items. Even though I did not able to sell all products at one time, but my company still able to make few sales from day to day starting from April 2021 to June 2021. This is because I only update new range of clothes on my company's Instagram and Carousell account during the weekend so that it will not affect my studies as it is my responsible as a student. Not just that, all 40 pieces of items were bought by 28 customers with 12 customers from Carousell and 16 customers from Instagram. For every item sold, I normally will get profit for about RM 3 to RM10 and in total of clothes that has been sold, I have profited RM 165 and does not suffer any losses. To make it easy for me to manage this business, I use Microsoft Excel to keep track on any cashflow. Apart from that, for certain items that has no brand, I use a code to label it so that I will not do any mistakes. For example, jeans category will start from the letter J and followed by its number i.e., J01. Figure 3.1 is a simple calculation of my company's cash flow statement.