



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

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300**

**BUSINESS OPPORTUNITY (S'SWEETART)**

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## **EXECUTIVE SUMMARY**

S'sweetart started running its business activity on 1<sup>st</sup> May 2021 that has been conducted through social media which is on platform Instagram and WhatsApps. This business provides a variety of flavour and topping for the Premium Cheese Tart. For example, Strawberry, Blueberries, Biscoff and many more. It has its own extensive target market, usually this business only target for women because most of them craving sweets rather than men. Not just that, the price of the Premium Cheese Tart is also affordable.

Apart from that, as a dessert business the thing that needs to be taken seriously is the quality of the product. Therefore, S'sweetart will ensure the quality is maintained by using good quality and premium ingredients for the customers and always make sure all the Cheese Tart are freshly baked and ready to be served. Furthermore, cleanliness is also important to produce a quality product. Besides that, this company business follows the trend and lifestyles of people nowadays. Hence, S'sweetart is served to fulfil and satisfying customer's needs.

Besides that, during this Movement Control Order (MCO) the operation is not everyday basis. S'sweetart will be taking orders on every Monday, Wednesday and Friday from 10am until 5pm. Not just that, during this pandemic, S'sweetart decided to have a delivery service. Therefore, to ensure that all customers are satisfied with the services pertaining to today's situation.

To conclude, this is the best experience that I have conducted in this 4<sup>th</sup> semester. I get to learn on how to manage my company well by promoting my products through social media and gain some profits from it. I really enjoyed doing this business as this is my opportunity to become a small entrepreneur. Therefore, I am glad that a lot of knowledge and new experience I could gain and hopefully it can be used in the future.

## 1.0 PROJECT DESCRIPTION

S'sweetart is name of my business which produce quality to a consistently high standard of premium cheese tart. The name of S'sweetart is the combination of my initial, "S" that stands for Syafiqah and also the taste of the cheese tart that is unique and sweet. This is one of the famous desserts that people craved for. A part from that, this Premium Cheese Tart is made by myself with the help of my mother. This dessert will give the taste that surely different and interesting compared to other cheese tarts available.

Besides that, this dessert is simple and easy for me to bake. This Premium Cheese Tart is combined with fruit topping and variety of filling inside the bottom to ensure that it has its own speciality. Mainly, I follow the trend and lifestyles of people nowadays. Most people want something new so I develop my own brand to fulfil my customer's needs.

Furthermore, I sell variety of flavour for this Premium Cheese Tart and variety of toppings such as strawberry, blueberries, chocolate and biscoff that can melt in everyone's mouth just with the first bite. They also can request for their own topping. Apart from that, I will make sure that all the ingredients that I used to make the cheese tarts are always in high quality especially for my customer. Once my customer ordered, I will bake for them to ensure my Premium Cheese Tart are freshly baked to be served in order to maintain the quality.

A part from that, as we all know Malaysia has hit the third wave of Pandemic Covid-19. So, I just run my small business in online platform on 1<sup>st</sup> May 2021. The platform that I use to update and communicate with my customers are Instagram and WhatsApps. I also use these social media to update any promotions in order to attract people buying my cheese tart. Besides that, during the Movement Control Order (MCO) it is difficult for people to travel around. Therefore, I decided to provide a delivery service. As a result, it will be easier for my customers and enjoyed eating my cheese tart during this MCO. Through this pandemic, S'sweetart will be taking order on every Monday, Wednesday and Friday that's starting from 10am until 5pm. The customers can order through WhatsApps for fast replies.

## 2.0 PROJECT OUTCOME

As a result of this business, I am very grateful that my Premium Cheese Tart business that I conduct with the help of my mother ran smoothly. Even it is just a small business but it gets to attract customers by the advertisement that I use to promote my business through online which is on WhatsApp and Instagram.

Apart from that, I get to reach my sales target which is I wanted to sell at least 5 boxes of Cheese Tart throughout my business operation. Since during this pandemic, it is hard for me to sell the products and also a lot of assignments to do. Hence, my business service could not be operated on every day basis. However, I managed to sell about 15 boxes of Cheese Tart and the amount is much more than I targeted. The amount sold is able to return the capital and provide profits to my business. This is because, before placing the price, my mother and I had made some calculation first as it is very important in a business to prevent any loss. The amount sold was RM570.00 and I made a profit of RM280.12 from the 15 boxes sold. The profit from each box is RM18.67.

### 3.1 Customer Profile

NAME	AMOUNT OF PRODUCT BOUGHT (BOX)	TOTAL SPENT (RM)
Syakirah	2	RM76.00
Diyanah	2	RM76.00
Syira	2	RM76.00
Wina	1	RM38.00
Zulaikha	2	RM76.00
Adriana	2	RM76.00
Muaz	1	RM38.00
Aina	2	RM76.00
Aziezah	1	RM38.00
<b>TOTAL</b>	<b>15</b>	<b>RM570.00</b>

Table above shows the number of orders that I received from my customers, the product and the total spent by them. Even though my customers are not that many, I am very happy that some of them have become my regular customers. This is a prove that my business of cheese tart can satisfy some customers.