



اَوْنِيُوْ سِيْتِي تِي كُوْلُوْ كِي مَبَارَا  
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TEKNOLOGI  
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**FACULTY OF BUSINESS AND MANAGEMENT**  
**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

**ENT300 (FUNDAMENTALS OF ENTREPRENEURSHIP)**

**TITLE:**

**BUSSINESS OPPORTUNITY (INDIVIDUAL)**

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## ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

In the name of Allah, the Most Gracious and the Most Merciful.

All praises to Allah and His blessing for the completion of this business opportunity. I thank God for all the opportunities, trials and strength that have been showered on me to finish this report for business opportunity. I experienced so much during this process, not only from the academic aspect but also from the aspect of personality. My humblest gratitude to the holy Prophet Muhammad (Peace be upon him) whose way of life has been a continuous guidance for me.

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I would sincerely like to thank all my beloved friends who were with me and support me through thick and thin. Most importantly I would like to thank to my friend for letting me being her dropship for her products that she selling.

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## **1.EXECUTIVE SUMMARY**

At the end of the case, I managed to gain a lot of business knowledge in the real world. For example, I have been experiences in business world and knew what every businessman or woman going through the process while selling their own products. I have tried different method by promoting my product which is through WhatsApp status to attract my contact number to buy my product. I learned through the whole process that it is really hard to obtain a customer to make they seem interest to my product. For this project, I decide to be a dropship for my friend's product so I will in charge in promoting the product and attract interest for my customer. The business activity that I chose is through online market business because I think it could be lot easier to promoting it since the situation of covid right now is still in the worse condition. So, I just need to stay at home while doing the business transaction.

After finishing business activity for this assignment, I starting to gain interest in business world and realise how easy young people could gain money by doing business online and just work from home. I learnt on how to deals with the customers very well and know how to answer every question that they ask from me about the products. I also know the benefits of WhatsApp that I could implement in real life in order to attract people about the product that I sell.

In conclusion, I feel happy to be able to carry out the assignment, which is to sell the products because it can give me knowledge. I also made a lot of profit after selling these products, Alissa's collection. The profit I got was RM20. I was very happy and the money I got I saved for my use. I feel very exciting because I have never sold any product before so even though I got RM20 only I feel so proud of myself because I could collect the money on my own efforts by selling this product. I hope in the future I could do this business project again and gain a lot of knowledge about business world.

## **2. PROJECT DESCRIPTION – BEFORE ACTIVITY**

Before I start my selling project, I do not know anything about business because I do not have any experience in selling products/merchandise. Then, it turns out that in this semester I need to take this business subject, which is ENT300, which is we need to study and learn about business world. I really had no idea at all from the beginning about what I want to sell, or which product that I will choose in order to finish this assignment. At first, I had no idea about how to start this business such as the promotion, how it has to be done, when to sell the product, how do I gain interest from the customer, which platforms that I should choose, how to I run this business, how to do the marketing plans, and so on. Next, I also have no confidence in myself to start the selling project, but luckily after been thinking about the ideas, I gain some ideas which is from my friend, Alissa because she run a business on her own. She told me a little bit information about the business that she run and give me some spirit to do on my own business. After that, I feel I want to try the opportunity to run the business.

First and foremost, after I gain the idea to starting the business on my own, the product I want to sell is Alissa's collection women's comfortable outfit such as mini dress, skirts, or jeans for women. I sell the product by being a dropship under my friend, Alissa that I already mentioned before. I plan to start selling this product in the Ramadhan month. I start to run the business is quite early because I will not have to rush before the due dates of the assignments. I do not like to do my assignments last minute so that is why I already start selling earlier than others.

For the price of the products, I didn't know anything about the price of this Alissa's collection at all. This is because I have never bought this product before. I will be a dropship under my friend's business. Then, I asked the price of this Alissa's collection product to my friend and then my friend explained the prices of this product, the lilac mini dress for dropship is RM 18 and for selling prices is RM25. Next, the price for pink and green colour of women's t-shirt of dropship is RM15 and for selling price is RM18. Then, the dropship price for patterned mini dress is RM23 and for the selling price is RM28. Lastly, the dropship price for the black strips dress is RM 15 and the selling price is RM18. There are many types of women's wear of this collection that I will be selling. I become more excited and could not wait to sell in Ramadhan month after being told these prices by my friend, the owner. I was told the prices by my friend a month before I starting selling and promoting. Next, I plan to sell this item to adults because I know this lately many women interesting in dressing and it is really suitable choices for me to sell this product.