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BUSINESS OPPORTUNITY

LOKAL MUNCHIES

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1.0 EXECUTIVE SUMMARY

Business opportunity are about how we related the case study and business and apply it on our business plan to be a successful entrepreneur and how we identify any course of production of beginning until end. It also teaches us the strategic plan to recognize any problems with this business. For this business opportunity report contains three types of criteria including a description of the project that is before the business activity, next the results of the project that is after the business activity, and finally experiential learning that is the experience of the student itself in handling business activities.

First of all, I would like to explain about the project that is carried out before the business activity. There I will state about the product I choose to sell in this business activity which is Lokal Munchies. Lokal Munchies is a local Malaysian company that runs a business that produces snacks and desserts that have the best taste compared to other brands. Next, I will explain about the reasons why I choose to sell this Lokal Munchies product along with where I conduct my business activities. In addition, I will explain when I started to conduct this business activity along with the date and time I conducted the business activity. Other than that, I will explain about who my target customers include telling why I choose those target customers. Lastly for the description of the project before this business activity is how I sell Lokal Munchies products to customers as well as the materials used to make promotions in this business activity.

Secondly, after I explain the project description before business activity, I will also explain the outcomes of the project that has been made after the business activity. In this context, I will tell about how much money or sales results that have been made throughout my running this online business activity and the remaining unsold stock. For the next, I continue with specifying the number of customers I earned and the amount of my services that have been used by customers including customers who did not purchase this product. More than that, I will explain in detail about the amount of capital that has been issued for the Lokal Munchies and the result of profits I have earned after successfully selling Lokal Munchies as well as the amount of losses I incurred as there was little stock left unsold. Finally for the results of this project, I will show a simple cash flow calculation table for the business activities I am doing.

Lastly, for the last context in this business opportunity report is experiential learning that is my own experience as a student who has conducted this business activity through online. I will tell all the experiences I have experienced in doing business activities including during the start I want to be an agent to sell the products I choose until the hope I planted to continue the business I have developed successfully. After the final context description, I also include attachments for business activities conducted such as product photos, screenshots of conversations with customers, customer testimonials, product advertisements and various types of promotional activities.

In conclusion, based on this business opportunity, I need to plan all the actions that I want to be done in carrying out business activities if I want to be a successful entrepreneur one day. Moreover, I need to have the best strategy to ensure that the business I establish to remain until now despite many obstacles, but I cannot give up easily and need to cultivate a high self-confidence in self because one of the successes of the entrepreneur is to have self-esteem and high enthusiasm for achieve the objectives we have established.

2.0 PROJECT DESCRIPTION – BEFORE ACTIVITY

LOKAL MUNCHIES

Figure 2.1 Lokal Munchies Logo

I sell food products which is Lokal Munchies brand. Lokal Munchies is a local Malaysian company that sells snacks and desserts that has two types of series called cookies series and cereal series. The company's motto is "Delight in every bite". These products are sold in bottles and the weight of a bottle of Lokal Munchies is 270 grams. Each series of bottles is sold at a different price, that is, in the Peninsula the price is cheaper than the selling price in Sabah and Sarawak. Below I attach a picture of the product I am selling and product sales prices for the Peninsula, Sabah and Sarawak;



Figure 2.2 Products of Lokal Munchies & the prices for the Peninsula, Sabah and Sarawak

The cookies series is a dessert for chocolate chip cookies coated in melted premium chocolate and sprinkled with chocolate flakes. This series of cookies has two popular flavours, which are hazelnut and mocha. The ingredient in the hazelnut flavour is a crunchy chocolate chip cookies coated with premium melted chocolate along with hazelnut chocolate and sprinkled with chocolate flakes. While the ingredients in the mocha flavour are crunchy chocolate chip cookies coated with premium melted chocolate with coffee powder and sprinkled with chocolate flakes so that the taste is balanced between the premium chocolate flavour and coffee flavour for this mocha flavour. The selling price of a bottle of cookies series for both flavours is only RM20.00. When customers want to buy two bottles of cookies series,