



اُنْدُوسْتَرِي تِكْنُوْلُوكِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**  
**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

COURSE NAME : FUNDAMENTALS OF ENTREPRENEURSHIP  
COURSE CODE : ENT 300

**BUSINESS OPPORTUNITY**  
**BATIK CAKE BY ZAHFEA**

**PREPARED BY:**

NAME : NUR IZZAH SOFEA BINTI ABDUL RAHIM  
STUDENT ID : 2019403586  
GROUP : BA1184C

**PREPARED FOR:**

MADAM NUR HAZELEN BINTI MAT RUSOK

## **ACKNOWLEDGEMENT**

First of all, thanks to Allah S.W.T and his messenger, Prophet Muhammad S.A.W for his mercy and guidance in giving me full strength to complete this 'Movie Review" task. Even facing with some problems in completing this task, I still managed to complete it.

I would like to express my gratitude and appreciation to all those who give me the possibility to complete this assignment. This semester would be hard for me but I want to say thank you to my beloved lecturer, Madam Hazelen, whose always help, stimulating, suggestion and encouragement helped me to do this assignment even though we continue this semester with Online Distance Learning and we cannot meet face to face because of Covid-19 virus that has spread in our country.

Also, I would like to say a big thank you to my family who always support me, prayed well for me and giving their time to hear my problem while doing this assignment. Then, I would like to thanks to all of my friends who had helped and shared ideas with me. They also gave me supports and advice while complete this project. Thanks also to all units in UiTM Machang.

I hope my assignment is complete and will be receive. I had so much effort and acknowledgement to complete this project. I hoped that my effort worth it.

## TABLE OF CONTENT

NO.	CONTENTS	PAGES
1)	Cover page	1
2)	Acknowledgement	2
3)	Table of content	3
4)	Introduction	4
5)	Executive summary	5
6)	Project description	6-7
7)	Project outcome	8-10
8)	Experiential learning	11-12
9)	Conclusion	13
10)	Appendices	14-17

## **INTRODUCTION**

Entrepreneurship education aims to provide students with the experience, skills, and motivation necessary to support entrepreneurs in a variety of setting. Entrepreneurship education is available at all levels of education, including secondary schools, as well as university programmes. Entrepreneurship education focuses on the development of skills or attributes that allow opportunity to be realised.

In this case study, students are required to conduct a business activity. In this project, learn about how to starting a business, how to handle the business, challenging on doing a business and many more. In this project, it helps me to do a business and make sure my business will be successful.

In conclusion, this project is good to the student as they study about business in their life.

## **EXECUTIVE SUMMARY**

I started a batik cake business in April. I started a cake batik business because I wanted to earn more money and spend my time doing good things during this covid-19 pandemic. Also, I was inspired to make this batik cake business because I saw a lot of my friends start their own businesses. I sell batik cakes because I prefer batik cakes that I make myself rather than buying them at a cake shop.

First, before I started this business, I had already asked my friend's opinion before running this business. This is because I need their opinion on whether my business can be successful or not. After getting their opinion, I started looking for suppliers to buy the ingredients to make my batik cake. So, I found one store that the price of the material was reasonable for me. I promote my batik cake to my neighbours before opening an order via social media.

I got a lot of knowledge and challenges when I started my own business. I learnt a lot about how to run a business and how to get a profit instead of loss. I also learn on how to communicate with customers and many more.