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UNIVERSITI
TEKNOLOGI
MARA

**ENT300 - FUNDAMENTAL OF
ENTREPRENEURSHIP**

ASSIGNMENT TITLE: BUSINESS OPPORTUNITY

TYPE OF BUSINESS: ENG'S POPCORN

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EXECUTIVE SUMMARY

A business opportunity is a consumer need or want that can potentially be met by a new business. Opportunity is defined as a situation that enables an entrepreneur to offer marketable products or services to interested buyers or end-users. Sources of opportunities include problems, changes, new discoveries, existing products, challenges and unique knowledge.

At first, I briefly explained the project description in my business opportunity that consists of what product do I sell as a drop-ship which is Eng's Popcorn that is a snack food product. Second, I explained why I justify selecting this product because Eng's Popcorn is a famous snack food product and many people like to buy it. Thirdly, I identify my customers such as my friend, family and neighborhood. Fourthly, I tell the date of the first date I started this business. Fifthly, I explained where I run my business which is I use an online platform as a place to run my business also in the project description I describe how I sell my product to customers, tools I use for promotion and so on. Next, followed by project outcome which is I describes how many my product that has been sold, how much the total sales, how many customers do I get and how much money I make is it profit or loss also I showed the simple calculation of the cash flow. Then, in experiential learning, I share the experience that I gained during running this business which is Eng's popcorn.

At the end of this business opportunity, I learned how to business in the real world. Every entrepreneur does not start with pleasure and big capital, but mostly starts with small business. This proves the importance of the applying and practicing the traits and characteristics that every entrepreneur should have, whether old or new. It is very important to ensure the success of a business run by every entrepreneur in the country.

PROJECT DESCRIPTION

Eng's Popcorn is a local homemade product of a Malaysian brand based in Batu Pahat, Johor. Eng's Popcorn was established in 2017 and has been in the market for 4 years. The name "ENG'S" is a tribute to the nickname of the founder's late father. This brand used the slogan "Popping Your Heart" aptly describe the big, round and fluffy popcorn. The popcorn is made from 100 percent whole grain, non-GMO kernels, and is gluten and trans fat-free. Corn is rich in vitamin C, magnesium, low fat, cholesterol-free and sodium-free. The premium-coated caramel kernels are sealed in an airtight jar-ensuring crunchiness. This sweet indulgence remains delectable, dynamically evolving with the lifestyle of the times. Eng's Popcorn is available in various sizes which is small, medium and large. This product also a Halal-certified company and it is a 100 percent Bumiputra and Muslim product.

I choose to sell this product because I loved to eat sweet and crunchy food so, I want others to taste this delicious popcorn. So that, people who love sweet and crunchy will get to know a new food that they can eat anytime. Besides that, I sell this product because it is a product that people are always looking for and buying because Eng's Popcorn offers guaranteed satisfaction for every single bite of popcorn with fully coated caramel. I also want to have my own business experience to sell something that I can make on my business and try to find my own saving. Not only that, with the money I get from the business of selling this popcorn I want to make my family happy by spending them on food, clothes or anything. This popcorn is very suitable to be eaten by everyone like children, young people and the elderly.

I started to sell this product starting on 10 January 2021 as a drop-ship. I use an online platform to sell my product which is Eng's Popcorn. The time I like to promote or post the product is in the afternoon and evening because at that time people are more active on social media. But, the incoming order no matter day or night. The price for this product based on size. There are many different sizes of popcorn that have been sold. The price for medium size is RM18 which is newborn, for large size of biggie popcorn is sold RM25 and the price of the largest size is RM38 which is kilo pack. But for drop ship, the real price for each popcorn will be deducted. For example, the price of newborn is RM18 so the price for a drop-ship is RM14. So the commission for the drop ship only RM4.

Basically, my target customer is my friends, my neighborhood and my family's friend. My family also help me to promote the product to their friends and help me with the sales. I choose that target customer because easy for me to promote my product, also easy for my customers to repeat or get this product which is popcorn. With the pandemic happening right now, I choose to sell the product using an online platforms, such as WhatsApp and Instagram since we have to stay at home but I prefer to use Instagram more than WhatsApp to promote the product. I have an Instagram business account that is goldhacienda.my where in the account I use it to promote and share the product that I sell which is Eng's popcorn.