



اَوْنِيُوْزَسِيْتِي تِيْكُوْلُوْجِي مَارَا
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MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS OPPORTUNITY

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EXECUTIVE SUMMARY

For this assignment, I choose to be a dropship of product Demica. It is because this product is trending today. The founder of Demica Beauty is Nik Amirah Syamimi. The headquarters of Demica Beauty is at NO 5161-B, JALAN KG SIREH, KG PALOH PINTU GENG, 15100 Kota Bharu, Kelantan. Demica Beauty. Demica Beauty sells beauty and health products suitable for all ages. Among the bestselling Demica Beauty products is Demica Whitening Lotion as a sunblock to protect our skin from the sun's rays. In addition to protecting, it also treats our skin and repairs our damaged skin. Demica Beauty also released Demica Lipmatte. Demica Lipmatte will not dry out the lips, but it will add and maintain moisture to our lips. In addition, Demica Cushion Foundation is also one of Demica Beauty's products. Demica Cushion Foundation is waterproof and suitable for all skin types. In addition to beauty products. Demica Beauty also produces a health product, Demica Booster, which is to remove toxins in our body and lose excess weight. It is suitable for all types of ages. For those who want a beautiful body, Demica Beauty also produces Demica Bengkung. It is suitable to wear for those who are in the process of losing weight. At first I was not convinced to start a business, but after I saw many who have been successful in business, it fueled my passion to venture into business. The business field needs high confidence to start it. Therefore, before starting a business, we should be confident in ourselves. My mission is to achieve sales revenue of RM200 within a month. My target is the students. With an assignment like this, I get valuable experience. In this study, it is going to identify how I manage my business and highlight can I achieve my mission and target. All the information I get from my leader, and I made my own research about Demica Beauty in Internet.

PROJECT DESCRIPTION – BEFORE ACTIVITY

Before starting some business, we need to find the opportunities exist. Opportunity is defined as a situation that enables an entrepreneur to offer marketable products or services to interested buyers or end users. At the end of last April, I was seen many posting about products of Demica Beauty. So, I am sure this product is viral today. So, I am decided to registered dropship of Demica Beauty. The type of product that I sell is beauty and health products such as Demica Whitening lotion, Demica lipmatte, Demica Cushion foundation and Demica Booster. I am registered dropship under my leader, Zulaikha Ayunie binti Osman. Since I'm a dropship only, I don't have to issue capital. That is one of the reasons why I chose to be a dropship.

I chose this product because this product is very safe to use it. Therefore, many will be interested to try the product because this product is the latest product. Besides that, I choose this product is because women and makeup cannot be separated. Even men nowadays also wear makeup such as foundation to enhance their skin complexion. That's why I target to sell to students in general. So, in general, all male and female students are my target.

Furthermore, I decided to sell this product to students because this product is affordable for students. In addition, students will also be attracted to this product as most students love beauty and makeup. So, I am sure this product will attract many students to buy it. The period for me to sell this is for a month which is from May 2, 2021, until June 2, 2021.

I am selling this product online because now is the covid-19 pandemic season. This will be able to add more opportunities to buy online because you cannot get out of the house. In addition, I target to sell to students because most of my contacts are students. So, this will open more opportunities to achieve my target.

As a dropship, I do not need to issue capital to start a business. I just need to promote the stuff. If there are customers, I will tell my leader. Leader will manage the delivery process of the goods. I will get a commission for every item I sell. I only promote the product via whatsapp only. Each material to promote will be provided by the leader. I just need to be diligent to promote and creative to compose sentences to interest customers. My mission in a month to run this business is consistent and make a profit of RM200 in a month. I hope that with high spirits and efforts, I will achieve my mission.

i. ABOUT THE PRODUCT

For your information, this product because this product has KKM approval which is safe to use. This product has also received many positive testimonials. This is because all content in this product is safe and does not harm its users. The first product released by Demica Beauty was Demica Booster. Demica Booster contains skim milk, dark chocolate, barley, african mango, apple fiber, garcinia cambogia, green tea, triacalcium. green coffee, wheat fiber, psyllium husk, and oat fiber. All these ingredients are good for the health of the body as well as suitable for those who want to manage the body.

The second product released by Demica Beauty is Demica Whitening Lotion. The function of Demica Whitening Lotion is to treat, protect and brighten the skin. With the ingredients such as pearl extract, pro vitamin B3, olive oil and milk extract, the level of effectiveness will be more significant if used consistently. Demica Whitening Lotion is a best-selling product since it was released. This is because it is an instant whitening and can protect the skin from UV rays and at the same time can treat problem skin.

Next, Demica Beauty released Demica Lipmatte. Demica Lipmatte has four color codes, namely Orange Charming, Diva Red, Sweet Choco, and Pretty Pink. All colors released are suitable for all skin tones. In addition to lifting the complexion, Demica Lipmatte can also moisturize the lips. This is because the ingredients in Demica Lipmatte are shea butter, avocado oil, argan oil, coconut oil, bees wax and vitamin E. Its light and easy-to-carry texture is also one of the consumers who love to get it.

After that, Demica Beauty has released Demica Serum which is very suitable for problem skin. It also works to maintain facial skin moisture and brighten facial skin. The content in Demica Serum is very good and effective for beautifying facial skin. The ingredients in Demica Serum are arbutin, Sakura extract, citric acid, apple stem and bee venom. The ingredients in Demica Serum are safe to use.

Recently, Demica Beauty has released Demica Cushion Foundation which is the best cushion foundation for today. This is because Demica Cushion Foundation is waterproof. It can also cover all the blemishes on our face because it is full coverage. Demica Cushion Foundation comes with no shades, namely creme brulee, butter milk and honey caramel. The main ingredients of Demica Cushion Foundation are centella asiatica, celendula extract and galactomyces ferment which can treat the skin apart from beautifying the skin.