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**FACULTY BUSINESS MANAGEMENT**

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**OFFICE MANAGEMENT AND TECHNOLOGY**

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**FUNDAMENTALS OF ENTREPRENEURSHIP**

**INDIVIDUAL ASSIGNMENT:**

Assistant for my Mom Business

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## **EXECUTIVE SUMMARY**

This report provides analysis and all the information about me being the assistant for my mom in food business. As my mom sells her product in the village only, my mom did not decide any brand for her Kuih Lompat Tikam. So, we do it together at night and wake up early at 5:00 a.m. to prepare and pack the Kuih Lompat Tikam into the plastic. Then, my mom dropship, Puan Aminah, 37-years old pick up the Kuih Lompat Tikam to sell at the morning market.

Kuih lompat tikam is a traditional cake that is popular in Malaysia, especially in the East Coast, namely in Pahang, Kelantan, and Terengganu. It is made from rice flour and coconut milk. Kuih lompat tikam has three components, namely pandan flour pudding which is usually green in colour, white coconut milk with a consistency like pudding and red sweet glutinous rice. This part is made tasteless because it is eaten with tombstone water or caster sugar.

This kuih is valued by many people in this country because my mother said this cake has become a legend cake because many people do not know how to make it. I really enjoyed when do food business because people love to eat. This is shown that my ranking for financial income is quite increase. I will explain the process of money coming and out. The result will give you a shock.

Covid-19 virus has given impact to our family and my mom think of one idea how to make our finance is stable as usual. So, my mom decided to start making kuih Lompat Tikam as her career. Tired but worthy that is my mom stated in her mind when making this

kuih. My mom said she makes this kuih is not for the profit only, but she wants to do a charity sometimes when my mom does extra this kuih, she just gives to our neighbour.

# PROJECT DESCRIPTION

As I mentioned above that I am helping my mom to run her business in making kuih Lompat Tikam. I see this business opportunity when my mom is making kuih Lompat Tikam to sell as her side income. Since this business kuih Lompat Tikam is hereditary business and now already being as kuih legend, my late grandma teaches my mom how to make this kuih. I know for now, not everyone knows how to make this kuih as this kuih is can be categorized as hard for make it.

Kuih Lompat Tikam is well-liked by the old people as the pudding is soft is suitable for the old people where they do not have strong teeth anymore. My mom sells her kuih by send to the eatery little by little one store. At 7:00 a.m. I am the one who be the delivery guy will send little amount of kuih at the store who sells various of kuih. For the finance, my mom usually got the payments of her dropship once per week while for the kuih that I send the little store I will get the payment daily after that store close their business.

This kuih Lompat Tikam usually have three of components in the media, but it is coming with four components as glutinous rice, green pudding, concentrated coconut milk and concentrated melaka sugar. For your information, before this project, I and my mom usually sell it offline and never try sell it online. But since, I see there has business opportunity with my mom business. I tried to take pictures as well and upload it on media social to sell this kuih. Surprisingly, I got great response from my follower and friends to buy kuih Lompat Tikam that my mom made.