



اَوْنَبُوْ سِيْتِيْ تَيْكُونُو لَوِيْ مَارَا

UNIVERSITI TEKNOLOGI MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSSINESS OPPORTUNITY

TYPE OF BUSINESS

POPKON GILA

Prepared For:

MADAM NUR HAZELEN MAT RUSOK

Prepared By:

DZULQARNAIN BIN ABDUL HAKIM

Matrix Number:

2019285542

Course:

BA118

Group:

4C

Sem:

4

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EXECUTIVE SUMMARY

First and foremost, I'd like to express my gratitude to all of my friends for their assistance in completing my ENT work. Next, I'd want to express my gratitude to Madam Hazelen for her assistance in completing the second task. I then sold POPKON GILA items in the second duty. Alhamdulillah, my friends and neighbours in Hulu Perak have raved about this product. This product is something I sell because it has the potential to help people. It might let you relax and eat while you concentrate on your homework or watch a movie. Finally, I chose this product and sold it utilising the group promotion approach, and I was pleasantly surprised to discover that it had surpassed my aim of 150.00 ringgit.

PROJECT DISCRPTION

As a consequence of my investigation, I've decided to sell this popkon gila product in order to finish the mission. My goal is to sell this product because it is the first in Malaysia to have a spicy popcorn flavour. I promote sales to my friends and the community in my neighbourhood as a means of advertising. I also use social media to target contacts in my neighbourhood that reside close by. I promote sales to my friends and the community in my neighbourhood as a means of advertising. I also use social media to target contacts in my neighbourhood that reside close by. This is due to the fact that I solely rely on social media to market the things I'll be selling. Use of status on Whatsapp, promotion in Whatsapp chat groups, and so on are only a few instances.

PROJECT OUTCOME

After done with the research I buy a box of stock to start selling. According to the set price, the consignment was able to pick up the product for 13 ringgit, but for me who was the agent for the product I get special price where a box of the popkon contain 10pack where each pack just for RM10. So from here I can get profit worth RM3 for each pack.

Second, I market this POPKON GILA by posting it on my Whatsapp status and in a group chat. Following that, I utilise the Instagram app since it makes it easy for me to tag my customers and the headquarters. As a result, I exclusively use these two apps to help me with my work.

Next, I sold some of my stock in a friend's store to raise awareness of this product. As a result, I decided to advertise the product to my friends who had purchased it and had it displayed in their store. However, when the sales were good and everything was sold out, I made a profit of more than RM 150.00.

1box cost RM100

1pack sells for RM13

5box sells =RM650

RM650-RM500=RM150 (profit)