



اَوْنَهْوَسِيَّتِي تَيْكُونُ لَوَيْكِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT  
(BA118)**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**

**BUSINESS OPPURTUNITY  
(OBSESS COSMETIC)**

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## TABLE OF CONTENTS

	<b>CONTENT</b>	<b>PAGE</b>
	Table Of Contents	2
	Executive Summary	3
	Project Description (Before Activity)	4 - 5
	Project Outcome (After Activity)	6 - 7
	Experiential Learning	8
	Appendices	9 - 10

## **EXECUTIVE SUMMARY**

Second assignment for Fundamental of Entrepreneurship (ENT300) give a big impact for me has a lot challenges and lessons. Objective of this assignment is identifying business opportunities. All students who are taken this subject had to conduct a business activity either sell product or offer service. We have been a choice whether to conduct the business through online or offline. Thanks to my lecturer for giving me this huge opportunity to conduct a business. To be honest, it's very tiring but worth it for me. I am so grateful because be able to manage this business.

Moreover, it is a difficult thing when it comes to idea. Business idea. It gives me headache almost two days to think what I should sell. Then, I decide to sell some cosmetic which is obsess cosmetic and I become to be a drop shipping. I did not know actually what it means by business idea but I just read in the book, and I consult experts or experienced persons in business to get relevant information. The concept that can be used to make money is a business idea. The aim was on a good or service that could be offered for money. A business chance was a very well concept that generates consistent earnings. It has been explored, improve and package through a company prepared to launch. It is an entrepreneurship idea. It includes selling or renting any product or service.

Other than that, I had so much fun in doing this assignment. That was several of new things that I have learnt. One of that is fulfils customers' needs and customer satisfaction of my product that I sold. As an entrepreneur, it is our priority to fulfill customer need. If you sell or provide good services, it will give customer satisfaction. Customer will be repeat buying your product and use your service. Besides, not everyone can manage a business or started it because it has a lot consequences and risks. It also needed a cost.

As we all know, all businessman or businesswoman out there build a business to have a profit not loss. So, in conduct a business we need to calculate everything starting from A to Z because it will have an issue with your cash flow. This assignment teaches me how to well manage a business and challenge my brain to think an idea to create a product. Praised to Allah SWT, my business runs smoothly.

## PROJECT DISCRPTION



Based on image above, this is my business logo. I am selling lip matte. To be honest, I did not expect it would be this fun at first because kind of difficult to find customer in this pandemic but I managed it well. It was hard for me to think of the idea for this task. My product name given is Lip matte Raya Edition by Obsess Cosmetic. I am selling 4 colors of lip matte which are be kind, be calm, be grateful and be happy. These colors are very pretty.

For more details, this lip matte is very suitable for dry lips. This lip matte is easy to carry anywhere and the packaging very cute. This lip matte very cheap and it lasts for a month even wear every day. Other than that, this lip matte highly marketable and stock limited. I will show pictures of the lip matte in the appendices. I am proud of myself because I could handle it well.

The reason why I chose to sell lip matte is because I loved this lip matte. When the first time I buy, it textures very smooth and it smells very fragrant like lychee. I love this lip matte and I decide to sell it for my friends, family and others. This is my passion. Makeup is my passion. If I do not in good mood or I'm bored, I will makeup and it could me happy and feel like satisfied. Miracle? I am confident to say this, yes. When I got this assignment details, I just could not think what I should sell. I did a research what is the easiest thing to sell but I am clueless. I found nothing. In the moment of difficulties, I got an idea. My first idea was wanted to sell clothes. I search it. I search it but I just do a calculation and I think if I sell this, I would not get any profit because the expenses for sell it too expensive. Let's move to my second idea, it was Nutella Pod. It was nice and taste good but to make the shell it's so difficult.

At the end, I decided to sell lip matte. It was easy to sell and did not costly. It is an assignment purpose, so I want to take risk in trying new things to sell this lip matte. I had an experience in business, but it does not mean I do not to put more efforts in this assignment. I learn something new in doing this assignment.

Moreover, I think a lot of consequences before starting this business. I am afraid that no one will buy my product. If you want to start a business, you need to have a target for your customer. I am targeting people near me such as my friends, teacher and neighbor. Besides that, my business duration taken was seven days in row. I am conducted my business through online so it easy for me to run my business smoothly.



**WhatsApp**



Then, tools that I want to use for promotes my business are Instagram, WhatsApp, Facebook and Twitter. Also I come out with cash on delivery service. I will deliver my lip matte to my customers by my own. Customers could pick up their lip matte at my home. It is optional either they pick up at my house or I deliver it to them. If I make a delivery, one important thing that I need from customer is their details. This can be seen such as name, addresses and phone number. I will ask for their backup phone number too because it is uneasy when customer did not pick up their phone while we on delivery.