



اُنِيْوَ تِكْنُوْلُوجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**INDIVIDUAL CASE STUDY**  
**Title: Business Opportunity**  
**(NZ CRUNCHIES)**

Fundamentals of Entrepreneurship  
(ENT300)

Prepared for  
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## 1.0 EXECUTIVE SUMMARY

Business Opportunities are one thing that we can associate with coursework and business and use in business planning to become a successful entrepreneur and how we can identify any cost-bearing production from the beginning to the end. Being a successful entrepreneur is not an easy thing. This requires a high attitude of confidence and determination to achieve what is desirable. For the ENT300 assignment, Fundamentals of Entrepreneurship subject course that I was given, I chose to set up a business that is selling snack food product name "Nz Crunchies" because this snack food product caught my attention for further study. I also chose this food product because it made it easier for me to relate what I learned in this subject.

Based on my research, NZ Crunchies is one of the Bumiputera products of NZ Frozen Industries Sdn Bhd registered under the Suruhanjaya Syarikat Malaysia (SSM) and owned singly. The single company, NZ Crunchies is located at Lot E1 SME Industrial Complex, 15, Jalan Tabana, Kawasan Perindustrian Tampoi, 80350 Johor Bahru, Johor. This snack food product is made from popiah skin that comes with a variety of unique flavors. Among the flavors are Cheese Primo, Seaweed Teriyaki, Savoury Chicken Floss, Chocolate Supreme, Milky Matcha, Flaming Salted Egg, and Golden Salted Egg. I choose to sell NZ Crunchies product as this product is very 'viral' and has received a reasonable price and worthwhile for me to sell it. This snack is also very suitable for all groups regardless of age, time, and anywhere.

Other than that, I have also registered as an agent with one of the stockists NZ Crunchies named Cik Shazlen based in Machang and Pasir Puteh, Kelantan. I joined and started this business in May that there was no experience in doing business. However, it is worthwhile because I can learn how to do business properly.

## 2.0 PROJECT DESCRIPTION – BEFORE ACTIVITY

NZ Frozen Industries Sdn Bhd is a company that produces frozen food and snack food. One of the brands of food products produced by this company is NZ Crunchies. The company has been registered under the Suruhanjaya Syarikat Malaysia (SSM) and is a single company. The NZ Crunchies holding company was established in 1996 and is now expanding using creative ideas for the development of new products to meet customer needs in the pastry food industry. The latest product of this company is NZ Crunchies that I have sold.

NZ Crunchies is a kind of snack food product made from thin popiah skin and it is covered with a variety of flavorful and viral selection flavors in the market. This viral snack food is very thin and rugged with delicious flavors and capable of making them 'once eaten must want again'. The unique flavors produced by NZ Crunchies company are Cheese Primo, Savoury Chicken Floss, Golden Salted Egg, Korean BBQ, Milky Matcha, Chocolate Supreme, Flaming Salted Egg, and Butter Toast. However, there are two other unique flavors that have just been released in conjunction with Hari Raya such as Rendang-Licious and Nestum. These two flavors are only up to the month of Syawal only because this edition is very limited. The NZ Crunchies company also developed their products by introducing NZ Crunchies in a new pack of packages or known as Pouch Pack. By issuing this pouch pack edition, it can provide convenience to customers to buy in a more fun packaging that easy to carry anytime and anywhere.

The achievements obtained from the NZ Crunchies company are they have obtained must, HALAL Certificates, HACCP Certificates and Trademark Certificates. With such certificates, customers will be more interested in buying their products without any doubt because it has been approved by the superior and it is a safe product to purchase. The developments made by the NZ Crunchies company are an excellent jury to further enhance their productivity further expanding this product abroad.

To fulfill the coursework project that have been given, I choose to sell and promote this NZ Crunchies food snack product as it makes it easy for me to relate what I have learned in this subject. I also choose this product because this product is very viral and has received a fairly favourable response in society. What another draws my attention to selling this snack food product is due to the price for a very cheap and affordable snack jar for sale in the market. This makes it easier for me to sell to people around me. Furthermore, this product is also very tasty, rugged and highly popular by society now being made with high quality and innovative ingredients. Commercial terms, I am also interested in two snack packages that NZ Crunchies will surely allow this product to penetrate markets in Malaysia and abroad.

Based on my observation of this food snack product, the target of the customer I will focus on all the people. This is because this snack is perfect for all groups regardless of age limits. The ingredients that have been entered are also safe and very thin popiah skin texture and are still facilitating everyone to eat this snack without obstacles. I started a business by selling this NZ Crunchies in early May which is 1 May 2021 and now still continue to this business. I promoted this NZ Crunchies by uploading ads related to NZ Crunchies in the morning, evening and night. I go through many challenges in this business because it is not easy to attract customers to buy food products that we sell unless we have patience and not easy to give up in doing business. I made a business selling this NZ Crunchies through online and offline which is I offer cash of delivery (COD) services in the surrounding area of my house, Pasir Puteh and Selising only. But if the customer is outside the area, I also offer by postage services. This makes it easy for customers to buy this food product with me. I started