



اَوْنِيُوْرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDEMENTAL OF INTREPRENUERSHIP
(ENT 300)

BUSINESS OPPORTUNITY
TYPE OF BUSINESS

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1.0 EXECUTIVE SUMMARY

Business Opportunity is defined as a situation that enables an entrepreneur to offer marketable products or services to interested buyers or end users. This business opportunity report will narrate and describe the business experience completed during the sales activity. Besides, it aims to provide students with practical experience in the business world.

In this assignment, students are not stressed with the specifics of the product to be sold, even students are given the freedom to choose their products for sale. indirectly it makes it easier for students and gives students the experience to feel like starting their own business. So, with that opportunity, I have chosen to be a drop ship of printed jute bags that I have bought once before. This is because I think this product I chose is one of the easiest products to sell. Then, it also comes in 2 different sizes which are suitable for everyone to bring anywhere. Furthermore, the students are not only given that freedom but students are also given good guidance from the lecturers throughout the project.

By the end of this assignment, I had earned a load of new experiences, problems, and expert knowledge. This assignment has inspired in me a new motivation to learn more about the business. In the meantime, this assignment also has given me higher confidence to try new things.

2.0 PROJECT DESCRIPTION (Before activity)

2.1 Product

In this project, I have planned to sell printed Jute Bags. Since I was a beginner in business, I cannot start a new business, which needs a significant amount of capital to run a new business and to keep it running. As a result, I have planned and chosen to become a drop-ship agent for an online seller. I believe I can start the business before the start of semester breaks since I want to focus entirely on reports during the semester breaks. Besides, I planned to sell this product because it doesn't have an expiration date so I don't have to worry about the product that will reach the customer damaged, stale, and others.

In addition, the quality of the printed jute bag was good because I have bought from that online seller once. Then, the quality of the printed jute bag, buyers can even customize their name and make their design on it if they want, and because of this custom service, it may take 2-4 days to complete excluding the shipping time.

In this day and age, we can see a trend of husbands, lovers, and even family members surprising their loved ones with products sold by online sellers. I trust that people will and may purchase the product for themselves, and as well as a surprise gift. Indirectly, this printed jute bag will also have a lot of requests and fans due to the latest and up-to-date design. To summarize, I believe that this business will be adequate for my project.

2.2 Price

There are two sizes of printed jute bags, small and large. I choose to sell small items at RM 25 and large items at RM 35. I planned to sell these sizes because I think buyers can easily bring their things to the office, hang out, etc. After that, I set this price because my target buyer was a friend of Uitm Machang, and also a person in my hometown. I consider the price to be reasonable and not too expensive. In addition, I even put in an order list to simplify my sales calculations.

2.3 Promotion

For this project, I have the plan to promote the sale of this printed jute bag through what's app status and Instagram stories. One of the reasons why I choose a social media platform is because, as we all know right now, we are in the grip of a covid-19 pandemic. To prevent the virus, we are advised to stay at home and work from home. As a result of the advice given, I can only promote my business and gain followers or customers through social media. Then there's the fact that I have several friends and people who are close to me on the what's app platform that would love to have the custom printed jute bag. The same would be valid for the Instagram platform since I had a large number of followers from my previous work as a drop-ship agent, which provided me the opportunity to promote and have a huge number of potential customers.

Next, I need to compose a nice and interesting caption for a post about the jute bag. After that, I will try to post it on my whats app status and Instagram stories at the peak hour to get more coverage for my business from my followers. In trying to get customers to buy the printed jute bag, I would do some marketing moves, such as making a paid review, using my old business conversation or review (buying experience) as a drop-ship agent as a legitimate and trusted seller.

Other than that, I will make a promotion or hand out a gift like a key chain, or bookmark and any other small gift that relates with the printed jute bag to attract customers and buyers. This will include a discount or maybe selling the jute bag at half price. Still, this discount and half-price promotion are according to the terms and conditions as well as the ending date. For example, I have sold the jute bag for half price in the condition of buying more than 3 jute bags. This promotion has increased my order. Other than that, I give out a gift to almost every customer that buys my printed jute bag without condition and regardless of the size of the jute bag purchased by my customer.