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UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT  
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY  
(BA118)**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSSINESS OPPORTUNITY:  
CHOCOCRISPY**

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## TABLE OF CONTENT

<b>NO.</b>	<b>CONTENT</b>	<b>PAGES</b>
1.	Executive Summary	3
2.	Project Description	4
3.	Project Outcome	5-6
4.	Experiential Learning	7-8
5.	Appendices	9-15

## EXECUTIVE SUMMARY

For this business opportunity, I chose to do online business to complete my assignment. Purpose of this business opportunity assignment is to expose student in identifying business opportunities which is we are required to conduct a business activity. Thus, for this assignment, I decided to choose Chococrispy as my product and sell them to customers. Chococrispy is a chocobar company which the headquarter is located at Sungai Besar, Selangor.

Next, I explained why I chose to sell this product for my assignment and the benefits or advantages for selling them. Every business that we run, no matter being a dropship or agent, there must be an income. So, in this assignment, I also shows how much income or profit that I collected during this business opportunity assignment.

Furthermore, there are a lot of challenges that we as a seller has to face especially when dealing with customers. From this business opportunity, there are a lot of experience that I gained as a dropship which include how I deal with customers, with my leader and how I handle my time since I am a full time student. Besides, I also explained a few mistakes that I made during this business activity that I take it as a lesson to be more aware in the future.

To conclude, there are a lot of things that I learned and experiences that I gained during this business activity. If it is not for this assignment, I will never be exposed to business activity because I have never try running a business before. So, from this assignment, I can get a lot of knowledge and experience myself to entrepreneur industry.

## **PROJECT DESCRIPTION (BEFORE ACTIVITY)**

First of all, the product that I have chosen and decided to sell is chocojar by Chococrispy. Chococrispy is a brand of chocojar that famous in Malaysia since 2017 and the reason why I chose to sell this product for this assignment is because it is affordable, and I know that nobody can reject desserts.

Chococrispy was founded by Malaysian and the headquarters was located at Selangor. It comes in various types which is mini crunch, chocoball and also bubble rice. Besides, they also have several delicious flavour such as strawberry, butterscotch, chocolate and white chocolate. For toppings, they have KitKat, Kinder Bueno, Milo, Oreo and almonds, and latest they produced a new topping which is blackcurrant, strawberry, cranberry and biscoff. The strawberry and butterscotch flavour are the most famous among customers and they always sold out this two flavours because customer really loves the taste of strawberry and butterscotch flavour that making them addicted.

For this assignment, I decided to start the business on early May 2021 until the early of June 2021, which means I will take a duration a month to sell this chocojar. However, because of the pandemic, I will just do an online business as a dropship and as a dropship, I can choose either want to keep the stocks or not. I did it online because I cannot go out to sell them to people or even make a delivery for customers since I am still having online distance learning at home and also do not have transport to do the delivery. Luckily, Chococrispy has delivery service where people can order them online and the runner will make a postage or cash on delivery (COD) for customers who lives near their residents. Therefore, I will promote the products through social medias such as Whatsapp, Instagram and Facebook because as we know people nowadays always using social media to watch news and sale promotions so it is a good opportunity for me to use the platform for my online business.

For the customer target, I aim on teenagers and parents who have kids. The reason is because they love chocolates and desserts. Teenagers, who are studying must always find something sweets to eat while doing their homework or assignment. Thus, by promoting Chococrispy to them, I am sure they are going to buy it and they will definitely fall in love for the taste of this delicious chocojar. Besides, I also aim parents with kids because kids always love chocolate and sweet things. So, parents can buy them to give to their children or even have it for themselves too because this chocojar is really delicious that I am sure even parents or adults will also like it so much.

**PROJECT OUTCOME  
(AFTER ACTIVITY)**

After a month of doing this online business of Chococrispy, there are a lot of input that I got by promoting them through social media. Before I explain further, here is a simple calculation of the cash flow of my online business.

<b>ITEMS FOR SALE</b>	<b>QUANTITY SOLD (UNIT)</b>	<b>TOTAL SALES (RM)</b>	<b>INCOME (RM)</b>
Minicrunch (white choc+biscoff)	8	72.00	16.00
Minicrunch (chocolate+biscoff)	6	54.00	12.00
Minicrunch (strawberry+strawberry)	4	36.00	8.00
Minicrunch (chocolate+cranberry)	3	27.00	6.00
Chocoball (white choc+biscoff)	4	36.00	8.00
Chocoball (chocolate+biscoff)	4	36.00	8.00
Chocoball (chocolate+cranberry)	3	27.00	6.00
Chocoball (butterscotch+biscoff)	3	27.00	6.00
Bubblerrice (chocolate+biscoff)	3	27.00	6.00
Bubblerrice (white choc+biscoff)	2	18.00	4.00
<b>TOTAL</b>	<b>40</b>	<b>360.00</b>	<b>80.00</b>