



اَوْنُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

BUSINESS OPPORTUNITY
IZZXWORLD (ASAM)

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TABLE OF CONTENT

NO.	CONTENTS	PAGES
1.	COVER PAGE	1
2.	TABLE OF CONTENTS	2
3.	ACKNOWLEDGEMENT	3
4.	EXECUTIVE SUMMARY	4
5.	PROJECT DESCRIPTION	5-6
6.	PROJECT OUTCOME	7-8
7.	EXPERIENTIAL LEARNING	9
8.	CONCLUSION	10
9.	APPENDICES	11-13

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Next, I would like to thank all my friends which are Amira Soraya and Izzah Sofea that had been dedicated in helping me to finish this assignment successfully no matter what happen. They also patiently explain to me every part of this assignment because I am too slow to understand. So, without them this assignment is impossible for me to be completed.

Finally, I also owe acknowledgement to my family for their support no matter what I do. They also help me a lot such as with necessary financial and accompany me to cash on delivery my product even though they were busy because I have no driver license. They never complaint about my negligence especially when I left my book containt of my customer's address to pos their product on J&T. Yet, they just advise me to to be more aware about this.

EXECUTIVE SUMMARY

This business opportunity's goal is to teach us about the business and techniques connected to our course which is Fundamentals of Entrepreneurship (ENT300). In other words, I had learned all about the business strategies, problems, and the ways to overcome that problem by doing this business opportunity. Then, the main reason for doing the business opportunity is to enlighten us about the importance of entrepreneurship in our daily life.

Asam by Izzxworld is based on Kota Bharu, Kelantan which is I am the owner of this small business and was established this business at the end of April 2021. This asam is original from Kelantan and well known for its fresh and sweet-sour taste also have different types of it. Although it originated in Kota Bharu, Kelantan, sales of this product have expanded throughout Malaysia. I am not yet a successful owner of this small business, but I still can manage it safely and wisely. The packaging of this product looks trendy, and I designed it myself.

Apart from that, with the affordable price, this product has become famous among the oldest and youngsters because everyone can buy it. I put all my strength to reach my total sales target which is RM100 in a month. I also used social media as my weapons to lure the customer. However, by doing this business activity, I learned a lot of new knowledge and experience. It is undeniable that doing a business also a good career to my future and I am happy doing this.

PROJECT DESCRIPTION



Asam by Izzxworld is the product I have decided to sell. This product is based on Kota Bharu, Kelantan and this small business was established at the end of April 2021. I am the owner of this small business and got stock from nearest market. I sell many types of everyone's favorite asam which are black prune, red prune, dry papaya, white plum, also yellow love fruit and of course at affordable price. I also mix all these types of asam into one bottle equivalent to 300g. However, the customer also can request which asam they want me to put into the bottle. The packaging of this product looks trendy, and I designed it myself.

Furthermore, I got the idea to sell this product when I saw my mother and siblings which is like to eat asam while watching television and do their work. Then, the other reasons that I choose this product are delicious and satisfy. I mean the customer will fall in love with this asam even though they just bought it for the first time, especially to pregnant woman who is craving sweet-sour food. This product is not too sweet or too sour because some of my customers do not eat too sweet or too sour especially from the aged. That is why my customers are all ages and gender.