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TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

**ENT 300 (FUNDAMENTAL OF ENTREPRENEURSHIP)**

**BUSINESS OPPORTUNITIES REPORT**

**SWEET BAKE BROWNIES**

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## **1.0 EXECUTIVE SUMMARY**

During this semester, I took on the task of becoming an entrepreneur doing business as a job task. Therefore, I choose to sell Sweet Bake Brownies as my product. One of the reasons I chose the brownie cake is because it is very popular among Malaysians and it is one of the most demanding and favourite cakes on any occasion.

The Ramadan season has always been my target period for selling brownies cake. The Covid-19 pandemic did not take away my intention to sell my brownies. This is because everything can be done through online businesses. I use all my social media platforms such as WhatsApp, Instagram, and Twitter to promote my brownies. This is a very effective tool for selling my brownies. All communications with my customers and transactions can be done easily and securely through the Internet application.

I did some competitive market research on the same product and got a reasonable price to stay competitive in the market. According to the Profit and Loss Statement, a simple calculation shows that the business net profit of sales is RM337.50. I managed to sell 25 pieces of brownies cake through the order I received. In addition, I have received positive feedback from many customers, especially regarding the quality of the brownies cake.

In short, conducting business through online platforms is a great opportunity for everyone. People can set up any business without great restrictions and capital. For example, people no longer need to own a store or conduct a business only between 10:00 am and 10:00 pm.

## 2.0 PROJECT DESCRIPTION

### 2.1 What?

Brownies are desserts that are full of chocolate flavour in every piece. Usually, the shape of brownies comes in a square shape, the texture is dense and depends on the recipe whether it is more fudgy or cakey. Basically, there are 4 types of textures that brownies have, which are either cakey, fudgy, chewy or crumbly. It is this difference that makes a brownie so unique and distinctive, depending on individual tastes. It also has several ways of making it such as steaming or baking. Another variation of brownies is on their denser, moist texture and when chewed it is like chewing soft candy. The taste of chocolate is also more pronounced than the taste of the chocolate cake. It can include nuts, frosting, cream cheese, chocolate chips or other toppings. It is the best quality brownies made by the highest quality and brand of raw ingredients including flour, butter, eggs, chocolate, cocoa powder and sugar.

### 2.2 Why?

I chose to sell brownies is because the start-up capital to sell brownies is low. This is because I do not have to rent a shop, buy large and complete equipment as well as buy money machines for the counter. I also don't have to buy big tables and refrigerators to put brownies and pay employees 'wages. In addition, brownies are very easy to sell. Brownies are not like some other products that they are an easy food product to sell because I do not have to bother to explain the benefits of such brownies. Enough with the way I show pictures of brownies I just make customers already know to decide whether to buy or not. Therefore, trading brownies from home is very easy to sell.

### 2.3 Who?

Brownie cake is a kind of food that everyone is going to love. It can attract a lot of people from children to adults who will surely love the taste of my brownies. Probably, because of their taste sensation, young generation mostly would like these kinds of cake which are brownies. They are going to enjoy something insanely delicious brownies to try and eat. Some customers are picky, they assume the brownies have an overly sweet taste. Yet it is incorrect. I can ensure that all the ingredients that I have used are correct to taste exactly. At first, I only made brownies to eat with my family members. After preparing the brownies, I shared a picture of the brownies on social media, and it caught the attention of my friend then she was interested in making a reservation. Starting from that, I got the idea to sell brownies to my close friend. I received 10 brownie orders for the first time. This makes me more eager to add to my pocket money. Most of the customers come from nearby areas, mainly from the social media platforms that I used to promote.

### 2.4 When?

My business takes place during the month of Ramadan, which is 4 weeks before the “Hari Raya Aidilfitri” celebration. This is a great opportunity to sell the brownies because brownies are one of the most popular types of cakes in the month of Ramadan besides the other cookies which are served during Aidilfitri. The four-week period includes pre-marketing (pre-order), processing and delivery.