



اَوْنُوْرُسِيْتِيْ بَاتِيْكُوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

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DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY  
(BA118)

FAUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT 300)

INDIVIDUAL ASSIGNMENT:  
**Business Opportunity  
(NZ Crunchies)**

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## **1.0) EXECUTIVE SUMMARY**

I have decided to become a mini agent of NZ Crunchies for my business opportunity assignment because, it is one of the most famous snack brands among students due to its delicious and cheap price for most of its products. NZ Crunchies snacks are made of crispy spring roll pastry coated with nine unique flavors. It is a perfect snack for movies or to share with friends and family. NZ Crunchies is manufactured by NZ Frozen Industries SDN.BHD located at No. 14 Jalan Hang Lekir 12, Taman Industri Jaya, 81300 Skudai, Johor Bahru, Johor Darul Takzim. The company was established in 1996 and has become a manufacturer of variety types of frozen pastry and snack products. NZ Frozen Industries SDN. BHD has about 16 types of products including NZ Crunchies snack and would grow from time to time. Besides, the company's products are very popular in Malaysia and Singapore. Moreover, the factory is based in Johor Bahru and certified with Halal, Food Safety is the Responsibility of the Industry (MESTI) and Hazard Analysis Critical Control Point (HACCP). I believe that becoming a mini agent for NZ Crunchies is a good start to explore and gain experiences in entrepreneurship.

## 2.0) PROJECT DESCRIPTION

### 2.1) PRODUCT

NZ Crunchies snacks are made of crispy spring roll pastry coated with nine different flavors. The product of NZ Crunchies that I planned to sell is the 220 grams snack, packed in a plastic jar. It has about nine different unique flavors which are “Golden salted egg”, “Milky matcha”, “Roti bakar”, “Seaweed teriyaki”, “Savoury chicken floss”, “Korean BBQ”, “Cheese primo”, “Chocolate supreme”, and “Flaming salted egg”. Therefore, the customers will have a lot of different flavors to choose instead of only limited to one flavor. The size of the product is suitable enough to meet with customers’ satisfaction. They can have it all to themselves or share it with their families and friends. In addition, NZ Crunchies also have all the flavors in a small size which is 60 grams snack, packed in pouch bag. So, if the customers are not confident to buy the larger size products, they can just buy the pouch bag size to give them experience with the flavors first before buying the larger size products. Besides, the packaging is travel-friendly which will make them easy to bring it to the park, school, and even during traveling. My plan is to sell about 20 jars and 5 packs of NZ Crunchies.



220g Jar

60g Pouch Bag

## 2.2) PRICE

The net price for a 220 grams jar is only RM10.00 and RM3.00 for a 60 grams pouch bag. However, mini agent gets to buy it for a cheaper price which is RM8.00 for a 220 grams jar and RM2.50 for a 60 grams pouch bag. Therefore, the profit for a jar is RM 2.00 and RM0.50 for a pouch bag. Based on my surveys, the price for NZ Crunchies's products are cheaper than any other snack brands in the market. This is one of the strengths of NZ Crunchies which will attract more customers to buy this product. Furthermore, it has proven that profits are not necessarily gain from an expensive net price. NZ Crunchies products also aim to give everyone chance to buy scrumptious snacks even with a small budget. Moreover, my business also offers cash-on-delivery (COD) service that will be charged differently depends on the mileage which is usually RM1.00 to RM3.00.

## 2.3) MARKETING STRATEGIES

The business will be conducted online and offline. Within the 3 weeks duration, all the promotion and advertisement will be using media social platform such as Whatsapp, Instagram and Facebook. Media social is the best place for advertisement because it is common with everyone's life nowadays. A constant advertisement will help to persuade the customers to buy the products provided. First of all, the customers will make their orders through Whatsapp. Then, I will offer either cash-on-delivery (COD) or postage services to make it convenience for the customers. I will offer cash-on-delivery service around Seri Iskandar area and postage for customers that live outside of Seri Iskandar. Via postage, it will help to expend the business into a larger scale and not limited for neighborhood area only. The targeted customers for this business are students, children, adults and all fans of snacks food in Seri Iskandar neighborhood. In addition, the customers would get free COD service charge if they bought more than four jars of 220 grams NZ Crunchies snack. By doing so, it will encourage the customers to buy in a huge amount rather than just one jar.