



اَوْنِيُوْزِيْسِيْتِيْ بِاْتِيْكْنُوْلُوْجِيْ مَارَا
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**FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

**ENT300 (FUNDAMENTALS OF ENTREPRENEURSHIP)
BUSINESS OPPORTUNITY**

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1.0 EXECUTIVE SUMMARY



Surprise box by 'happiness by yun'

This report is about selling project which must be carried out individually so that the sales achievement of my business are reaches the target of RM250 for a month from 5 May until 5 June 2021. The name of my surprise box is 'happiness by yun' which is I do service in making a surprise box for my customer's someone special. They can buy this surprise box for anyone you want such as for mother, father, wife and your best friend and what the most important is I give with special price that affordable to get.

The business that I have choose is surprise box as my small business since a few months ago. It's such a profitable business and easy to get sales since this pandemic Covid-19, most of people find an easy way to make a surprise delivery to someone special without get out from the house. So, people will find an easy way which is online surprise box just need to choose which set they want and pay. Then, the item will reach to someone they want to give. The reasons I still keep this business as my side income because easy to sell. Then I also love to do this business since this business just easy to do and I'm also happy when I surprised my customers. The main surprise box that I offered are cheap and affordable. Actually I was afraid to try expand my business because I need to spend more capital but finally my business survived. I got a lot of many returns and my sales increasingly known by people. Before this I was sale blouse and I was stopped selling that because of lack of knowledge. I was deceived by my supplier and most of item I got defect. Then I was down until I decide to wake up and start new business to get extra money.

So, this report will show every process and activity about to get sales and how I run this business, in terms of project description before activity, project outcome after activity and my experience as a student to do a small business to achieve sales targets.

2.0 PROJECT DESCRIPTION (BEFORE ACTIVITY)

2.1 PRODUCT

Firstly, I was giving my friend the surprised box as her birthday present. Then all my friends suggest me to do surprise box business because I was creative decorate the gift box. At first, I started to sell the surprise box among my friends and my small business got a warm welcome from others. Outsiders started buying my surprise box. So, I expand my business to my personal media social such as Instagram and Tiktok applications. After that, I also make many additional options to put in the surprise box such as shawl, octopus toy and lip matte. They also can request another thing to put in the box with extra money. The main item I put in the box is chocolates, shredded paper as decoration and I give extra wish note. Then, customers also can request to add on anything they want but it's will take 2-3 days to finish their ordered. If they add on the things that ready stock, their gift box will be finish by that day.

2.2 PRICE

At the beginning of my plan to started this business, I was list all the capital I need to use to start business. Such as box, ribbon, bubble wrap, shredded paper then sticker and business card that I homemade. This part can cut the amount of capital from become more expensive. Then I also start to calculate the profit I get on each box. The price I gave was very cheap and affordable such as for students. The main box with shredded paper as decoration, many types of chocolates and wish card only just RM15. But, customers still can add on any things they want such as most of them add on shawl, lip matte and octopus toy. This item needs to be adds extra money such as shawl just RM10, octopus toy RM5 and lip matte RM10. The price also suitable especially for students to have my service doing surprise delivery for someone they want. I also take a delivery charge if customers ask for cash on delivery (COD). It's just RM5 while if customers want to postage the they should pay RM8 per box. The price is affordable and cheap.

2.3 PROMOTION

At first, I just promote my business at Whatsapp's status, so most of people seen my status just my family and friends. Since I decided to expand my small business I started to promote my surprise box business on other social media such as Instagram and Tiktok. But, I control the time to post the promotion to make sure all my customer or friend not getting bored to see my business promotion. So how I handle that situation is I also post my personal life and post the feedback to make people who seen my Instagram Stories and Feed interesting with my surprise box. I also make a video of process of making the surprise box that ordered by customers and I use that as my promotion materials. This helps a lot in my business because that video was satisfying and people started interesting to order surprise box from me to give to their special person.

2.4 PLACE

For the promote platform, I choose to expand my business to all my personal media social such as Instagram, Tiktok and also on Whatsapp Status. All my promotion on all platform are paid off because most of my customers come from there. This is because my surprise box is searching by customers because of this pandemic issue, they are find an easy way to surprise their someone's special. My service made all the customers happy because they don't need to think what to give for someone special. In addition, I also plan to create a Shoppe application to sell my surprise box to make easier for others people find my business. But, for now I'm still not create Shoppe account because I'm so busy with my study and small business. Soon, I will create Shoppe account to expand my business and make easier to people find my surprise box. Then, I just do my business at my parent's home because the item that I used in making this surprise box are not too many and do not eat space. So, I just use my bedroom to making surprise box that ordered by customers.