



الجامعة
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA
KELANTAN

FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

INDIVIDUAL ASSIGNMENT 2 :

BUSINESS OPPORTUNITY

COMPANY NAME:

NIMS CRISPY CHOCO TUB

PREPARED FOR :

PUAN NUR HAZELEN BINTI MAT RUSOK

PREPARED BY:

NUR AMANI IZZAH BINTI BUANG

2019278644

CLASS:

D1BA1184D

DATE OF SUBMISSION:

6 JUNE 2021

TABLE CONTENTS

NO.	TITLE	PAGE
1.	Acknowledgement	1
2.	Executive Summary	2
2.	Project Description	3-4
3.	Project Outcome	5-6
4.	Experiential Learning	7
5.	Appendices	8-11

ACKNOWLEDGMENTS

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ

Praise to Allah for the strength given, finally I have done my individual project which is business opportunity. First and foremost, I would like to take this opportunity to thank for everyone that who gave help and support to me. Without guidelines from them, my individual project will be not successfully complete.

Besides, I would like to thank to Madam Nur Hazelen Binti Mat Rusok as my lecturer of Individual Assignment; Business Opportunity for her encouragement, commitment, advice and guidelines were invaluable during accomplishment this project.

Last but not least, I also want to thank to our colleagues for their help and ideas in completing this report. Thank you so much and I hope that Madam Nur Hazelen Binti Mat Rusok is satisfied and giving full consideration in marking this case study.

Thank you.

NUR AMANI IZZAH BINTI BUANG (2019278644)

EXECUTIVE SUMMARY

Business opportunities refer to how we relate the case study to business and how we apply it to our business strategy in order to be a successful entrepreneur, as well as how we identify any course of production from start to end. It also gives us a strategy plan to identify any issues that arise in this business.

This semester, I was given responsibility of becoming an entrepreneur by completing a work assignment on business. As a result, I've started to be an agent to sell NIMS Crispy Chocotub as my product. One of the reasons I chose NIMS Crispy Chocotub is that, it is a high-quality, tasty, and crispy chocolate. It's also available in a convenient tub that can be eaten straight away and is easy to transport. Furthermore, NIMS are available in three different varieties which is Choco Tub Crunch, Choco Tub Ball, and Choco Tub Rice.

The presence of Pandemic Covid-19 had no effect on my opportunity to sustain selling NIMS Crispy Choco Tub. This is attributed to the reason that business may be conducted online. For example, I promote NIMS Crispy Choco Tub on all social media platforms, including WhatsApp, Instagram, and Facebook. This is an extremely effective method of selling and promoting a product.

Moreover, internet applications make the communication and transactions simple and secure. Also, I received a great deal of excellent feedback from customers. Ultimately, operating a business through an online platform is the greatest option.

PROJECT DESCRIPTION

WHAT

✧ *NIMS Crispy Choco Tub*

It is a high-quality chocolate, tasty, crispy, sweet and not greasy. Available in three different variations which is Choco Tub Crunch, Choco Tub Ball, and Choco Tub Rice. Easy to eat, just open the lid. Durable and portable package.

WHY

The NIMS Crispy Choco Tub was chosen because it is a high-quality chocolate delight that can be marketed. Furthermore, chocolate is a food that can help to relieve stress and improve the mood of the environment.

WHERE

Because it is trustworthy, secure, and simpler, I choose to sell my NIMS Crispy Choco Tub through an online business. Since the Covid-19 pandemic, online business has been trendy, and everyone, including sellers and buyers, uses social media platforms to communicate and conduct business.

