



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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**FACULTY OF BUSINESS AND MANAGEMENT  
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY  
FUNDAMETALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS OPPORTUNITY**

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## 1.0 EXECUTIVE SUMMARY



In this pandemic season, many people want to do business as the major source of income; same goes to me. Even Islam also encouraged its ummah to venture into business. Prophet Muhammad S.A.W once said, "9 out 10 source of rizque can be found in business". For my business, that I prepared for this selling project is about Lip matte by O' Betty. Therefore, I decided to sell this product because this is one of the makeup product that everyone love especially women.

O' Betty Lip matte is a product that I have been choose for my report about business opportunity. I have sell this product for two months from 25 March 2021 to 25 May 2021 and reaches sale target of Rm 400. It easy for me to sell it because I am one of the users. So, I can promote it using my own feedback. Besides that, this product also get a higher request in makeup market now.

With this report I will show all activities throughout the sales of this business that I run. In terms of project description before activity, project outcome after activity and my experiential in sell this lip matte to achieve my sales targets.

## **2.0 PROJECT DESCRIPTION- BEFORE ACTIVITY**

### **2.1 Product**

Early March 2021, I have planning to do business because I saw my friends success in this field but I don't know what business that should I do. After that, I asked my aunty and she has suggested for me to selling her new product which is O'Betty Lip matte and explain the benefit for join an agent. So, after that I going to her office to sign the agreement letter for be an agent of O'Betty Lip matte. I'm so excited to selling this lip matte because when the first time I tried it, I'm truly falling in love with O'Betty lip matte because it differences with other lip matte. There are many benefits in O'Betty lip matte which is soft and light matte texture, long lasting color and not easy to fade, quick drying and non-sticky, treat and moisturizes the lips and many selection of attractive colors and flavors. Next, it enriched with shea, honey, vitamin, olive oil and many more. It is suitable for all women who wants beautiful lips and has been proven when consumer give a good feedback about the product on media social.

### **2.2 Price**

The price is Rm40 and its affordable because o'betty lip matte is comparable to international brands. Furthermore, the consumer nowadays willing to buy because the quality of product that was so valuable and exclusive. For the agent, the price is Rm30 and get 10 different color with a price of Rm300. It mean, when I selling this product I will get profit Rm10 for one product. If I sell 10 lip matte, I got Rm100. So, in beginning to started a business, I target In one month I can sold 20 lip matte. I believe when someone try it, they can repeat to buy it again because 'best friend of the girl it's a lip matte'. Beside that, I also have five difference color and I swear will not switch to another brand because this lip matte can treat my lips that are always peeling.

### **2.3 Promotion**

Promotion is the part that I didn't like the most in doing business. I scared that everyone don't like to see my post and skip it. I was scared and not sure people would see it, so I planned to promote it twice a day only to make sure people not get bored with my post. Therefore, the O'Betty Hq has prepared a picture and copy writing to post. So, it is easy for me to make a promotion through media social. Besides that, the founder always does an advertisement in radio and television to

let more people know about O'Betty Lip matte. So, when make promotion in radio and television, has attracted many people to try it because everyone watch promotion through television and radio. I also plan to making a video tutorial makeup using O'Betty Lip matte because it also can use as blusher and eye shadow. I hope this plan to promote my sale items will attract customers to try it without hesitation.

## **2.4 Place**

Since we live in modern technology, I will use a social media platform such as Whatsapp, Instagram and Facebook to promote my business. I make a business online because most of the people are using media social in daily life. With this, they can know about my business through social media. Furthermore, I will also create a Tiktok application account for my sale products if there is a response from customers.