



اَوْنِبُوْرَسِيْتِي تِيْكُوْلُوْمِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Faculty of Business and Management

ENT300

BUSINESS OPPORTUNITY OF  
SURPRISE GIFT BOX

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## Executive Summary

The essential element of this business opportunity assignment is that I will be able to view an actual situation and share experiences how I manage my small business. Therefore, I will be able to employ entrepreneur talents in my capabilities.

I began my business on February second of this year with a modest investment of RM 300. I now believe that, as a full-time student at UiTM, I must have some activities to occupy my days as well as earn some money. After that, I decided to sell a surprise gift box on Shopee Applications. This small business had taught me a lot about the business world, and I had learned a lot about how to be a successful young entrepreneur over the previous five months.

I also learned how to handle my time when it comes to processing orders and providing excellent service to my customers. These chances for my small business, I have determined, will be incredibly advantageous to me in the future as I grow and expand my company.

## Project Description – Before Activity

### 1.1 The product

The product I sell is a Surprise gift box with a selection of options to pick from. This item is appropriate for giving to a relative, a friend, or a sister. When it comes to celebrations such as birthdays, appreciation, and Mother's Day, this Surprise gift box brought happiness to them.

### 1.2 Justification of product choice

The package comes in colourful boxes, each of which contains a variety of items. This is a present that has been ordered and will be delivered to their loved ones. Besides, I will give out wishing card for free, and they can ask for whatever greeting to be written on it.

### 1.3 Target market

My target market is a mix of young and adult people. This surprise gifts box will only be suited for female gender. I advertise my gift box business by assisting those who are looking for special gifts for their loved ones.

### 1.4 Distribution Strategy

I selling the surprise gift box online on the platforms Shopee Applications. I am using Shopee Applications because they will make it easier for my target buyer to find my product. Plus, my customer will get benefit from a free shipping voucher provided by Shopee itself.

## 1.5 Promotion Strategy

The promotion strategy that I use is to take an attractive photo of my product and post it on my Instagram. Moreover, I also make content marketing through WhatsApp. In this method, I will be able to reach a larger targeted customer and enhance my company's sales.