



اَوْنِيُوْ تِيْكَوْلُوْجِيْ مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**Cawangan Kelantan**

Kampus Machang

**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY  
FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA, KELANTAN**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**

**INDIVIDUAL BUSINESS OPPORTUNITY**

ENT300

BA1184D

**TITLE:**

**GIFT BOX AND SURPRISE MILKSHAKE**

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## **ACKNOWLEDGEMENT**

Alhamdulillah, first of all I would like to thank God as finally I am to finish my assignment. This task had been done with my endless effort.

In preparation of my assignment, I had to take the help and guidance of some respected person, who deserved my deepest gratitude. As the completion of this report give me much pleasure, I would like to show my gratitude to Madam Nur Hazelen Binti Mat Rusak for giving a good-guidelines for this business opportunity assignment.

In addition, I am grateful because I managed to complete this report within time given. Not to forget my beloved parents, who never stop from praying for my success in completing my report during this hard time as we facing pandemic. Also, this assignment cannot be complete without the help of my special one who help me lots in completing this task.

## **EXECUTIVE SUMMARY**

In order for the business to survive in a competitive landscape, business must be willing to adapt and change follow the flow of time. In addition, for a business to thrive, it is crucial for it to be continually innovating and improving. Therefore, to ensure our business keep on thriving and succeed, we take a risk to make an innovating to our product which has never been offered by any other existing business. For the report of my business opportunity, I will explain further on our product under our name business. In this report, there will be a detail of our business such as my business profile as well as my profile and my product. The report includes the background of our business which explain the journey of the brand gift box and surprise service in business industry. Moreover, there must be a significance meaning behind every product and business name. The report also provided the meaning and the history behind the surprise milkshake name.

For this business, we have gone through various challenges and tests while running the business from time to time. Many incidents occur such as lack of capital, customers cancelling orders last time, lack of sleep, miscommunication between team and leader, and others. In addition, profits and losses also occur between us because of mistakes, capital is not clear, budget is not equal to capital, and so on. From the beginning of the business journey until now, many of us have been through a lot of bitterness, tired of being as we are now. In this report, I will describe about my plans before activities and my plans after activities for our business.

In the future, we will improve on the shortcomings that exist among us as a group and group leader. We will also make a promotion for a long term so that our group can be known as a successful business.

## **PROJECT DESCRIPTION (BEFORE ACTIVITY)**

For my ent300 subject, my lecture gave me an assignment and I need to make a business. Before I start my business, I should plan about what product that I want to sell, for whom I will sell, when I will sell, what price I will sell, where I will sell and how I will sell.

### **PRODUCT**

At first, I did not know what product to sell, and then my friend recommends me to sell something that was in high of demand. So, I decided to sell a gift box and make surprise delivery services. I sell this product by being an agent under my friend. I decided to sell the gift box and make a surprise delivery service because I am sure that my product will high of demand since there are many people that looking for any gift or present that they want to give to their partner, member, family or others person. I also sure that everyone will looking for something through online due to covid-19 pandemic. In the gift box, I will produce something like chocolate, scarves, perfumes, makeup set, balloon, octopus' toy and also cake.

### **PRICE**

For price, I will discuss with my leader about what price I will sell for each box. As my plan, the cost for each box about RM7 to RM40 for each box. Then, I will sell about RM10 to RM50 for each box. So that I will get profit about RM3 to RM10 for each product. I will list product that I will sell below:

<b>Product</b>	<b>Price I buy (cost)</b>	<b>Price I sell</b>	<b>Profits earn</b>
Chocolate only	RM7	RM10	RM3
Chocolate + Scarves	RM10	RM13	RM3
Chocolate + Perfumes	RM14	RM18	RM4
Chocolate + Makeup set	RM20	RM28	RM8
Chocolate + balloon	RM20	RM25	RM5
Balloon + Makeup set	RM25	RM30	RM5
Makeup set + Scarves	RM20	RM30	RM10
Makeup set + Scarves + Perfumes	RM30	RM35	RM5
Octopus toy + Chocolate + Scarves	RM28	RM35	RM7
Cake+ Makeup set+ chocolate+ Balloon+ Scarves+ Perfume.	RM40	RM50	RM10

### **WHERE'S**