



Faculty of Computer and Mathematical Sciences
UNIVERSITI TEKNOLOGI MARA KELANTAN
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ENT 300
BUSINESS OPPORTUNITY

AGENT OF NIMS CRISPY CHOCO TUB

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1.0 EXECUTIVE SUMMARY

I have run a business activity as one of the agents under the stockist in the area near where I live which is Tanah Merah, Kelantan. I became an agent for a product named NIMS Crispy Choco Tub. NIMS Crispy Choco Tub is a food-snack that comes in five variations which are coco rice, mini coco crunch, coco ball and coco crisp and mini rainbow coco crunch with melted premium chocolate.

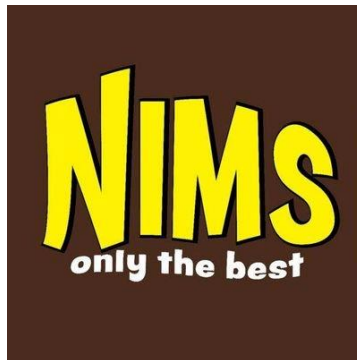
I decided to become an agent for this product because I thought the taste of the chocolate is universally adored. The chocolate is so thick, not too sweet and such a good combination with all the variation that they have been made. This product is targeted to people of all ages because it has numerous advantages. However, this product is not recommended for children under the age of 3.

My business is run entirely online because due to the pandemic Covid-19. I promote my business on my social media such as WhatsApp status, my business Instagram account, and my Facebook page. I upload pictures and videos with marketing elements on those social media to sell the products to the bigger audience. During this business activity, I gained a lot of knowledge including the importance of being enthusiastic and not giving up easily when running a business. Next, I learned that I need a high level of discipline if I do two things at once, such as running a business while studying. I also found that being alert of cashflow and efficient at managing it is crucial in business.

Lastly, I believe that I never forget my experience while running this business activity. It is because I gained a lot of knowledges and new information about business. I am very happy because I get an opportunity to running this business activity. I wish that I can get another opportunity like this in the future.



2.0 PROJECT DESCRIPTION – BEFORE ACTIVITY



In this project, I choose to be as an agent for the NIMS CRISPY CHOCO TUB by Adeliciousz Company. This firm manufactures chocolate products. The firm was founded in 2014 and is led by Tengku Norhanim Binti Tengku Othman, also known as Kak Nim, a successful female entrepreneur. Kak Nim, who is also from Kelantan, is 30 years old this year. So, as can be seen, the name of this NIMS product is derived from its own name, HaNim. I have run the business activity as one of their agents under their stockist in the area that near with my house.

NIMS Crispy Choco Tub have five variations which are coco rice, mini coco crunch, coco ball and coco crisp that coated with the premium chocolate and the other one is mini rainbow coco crunch that only coated with the premium white chocolate. Their Crispy Choco Tub is become very popular because of the rich of their chocolate in one tub. The chocolate also tastes very delicious, thick, and not to sweet which is good for people of all ages.

The reason why I chose this product to be sold in this project because I love combination of the crispy coco rice, coco ball, mini coco crunch, coco crisp and mini rainbow coco crunch with the premium chocolate are very delightful and universally adored. Coco ball and Coco crisp is one my favourite. I chose this product to be sold also because of the price, the price is very affordable, and the customers will be very satisfied because of the size tub that they are made which is very big and it can be share with one family.

NIMS Crispy Choco Tub is very popular not only among children and teenagers, but it is also popular with adults. Adults would most likely consume this product while watching television, while doing lessons or other similar activities, whereas adolescents, as we all know, enjoy chocolate-based foods. Furthermore, studies show that chocolate can helps to reduce stress and prevent heart disease.

This very clear that this product is marketed to people of all ages because it provides many benefits to everyone. However, this product is not suitable for children under the age of 3 as we all know foods like this are not suitable for their digestive system. Hence, the target buyers for this product are those aged 3 and up. The duration of my business activity is about 6 weeks, starting from 18 April 2021 to 26 May 2021.

My business is run entirely online because of the pandemic Covid-19. I promote my business on my WhatsApp status, my business Instagram account, and my Facebook page as it can reach a large number of people in just several seconds. These social media are a great platform for building the business's brand and connecting with the customers by updating them on special

offers, new products, and more. On those social media, I post images and videos with marketing elements to sell the products to the general public. I will send the purchased product by post to distant customers, and I will personally deliver the purchased product to near customers which is cash on delivery. Customers will be charged postage and delivery fees based on their location.

Since I am an agent under the stockist in my residence, which is Tanah Merah, I only take stock of this product with that stockist. However, I know that the stockist took stock of this product at the headquarters in Kuantan because this company do not have any headquarters in Kelantan.