



Faculty of Computer and Mathematical Sciences
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ENT300

BUSINESS OPPORTUNITY

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STUDENT NUMBER	STUDENT NAME
2019233848	MOHAMAD ZULHILMI BIN MOHAMD NATA

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Prepared For: Madam NUR HAZELEN BINTI MAT RUSOK

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1.0 BUSINESS IDEA

In this business opportunity assignment, I was required to conduct a business activity by selling products or offering any services. This activity can be conducted through online or offline platform. I have decided to choose online platform to market my business because for me it is easier to communicate with the customers as well as I think it is the safest way to conduct such activity especially during this pandemic.

The product that I choose to sell is a food product known as Chocolate Turbulence. I discovered this idea of selling Chocolate Turbulence by watching my friend who managed to earn huge profits without having to burst their wallet to start the business. The ultimate factor that I have decided to choose this product is due to its demand. This product are in huge demand among the young people especially the teenagers based on my observation. In the place where I lived which is located in Taman Bukit Teratai, Ampang, there are many secondary schools that were located nearby. This would be a potentially good market for my Chocolate Turbulence business.

The other factor that drove me to choose this product is because people will never get bored of food products. Usually, people tend to order the food that suits them repeatedly especially snacks. This product can be eaten anytime at anywhere as it is easy to be carried around. For example, it can be eaten while watching movies and during lecture breaks. Furthermore, this product does not need to be stored at certain temperature as it can just be stored in any area at room temperature. This makes it easier for me as a new entrepreneur to handle the products while maintaining its quality.

Lastly, I believe that selling this product is a small step for me towards becoming an entrepreneur as it can exposed me to the real business situation while helping me improve my social skills by communicating with my customers through online platform as well as face- to-face. The skills and experience will be very beneficial for me in the future if I managed to grow my business into a certain level.

2.0 PROJECT DESCRIPTION

In the beginning of this project, I will be taking my Chocolate Turbulence stocks from the supplier that I have known through my mutual. Regarding the price of this product, I will be selling the Chocolate Turbulence for a price of RM15 per jar. The capital that was needed for me to sell these product is RM220 because each jar cost me RM11. I have decided to sell my products by taking orders through online medium and they can choose between online transactions or cash on delivery(COD) for the payment method. The advantage of the product that I sell is that it is well known for its taste because a lot of celebrity has been giving honest review about its taste. The products were made from high quality chocolate and bubble rice. The packaging of this products are also very unique and different from other brands which makes it looks very exclusive. With all these factors, these would make people become interested in my products and they would not be hesitant to try it.

2.1 MARKETING STRATEGY

PROMOTION

At the start of this project, I had a lot of strategy planned that can be used to promote my products. I used the support of my friends that have huge/decent number of followers in their social media to promote my products so that it could gain more engagement on social media platforms. By expanding the presence of my products, I can easily hit my target. The form of post that will be shared on their Instagram will be a variety of flavors that the consumer can choose from. Customers have the option of using online banking or cash on delivery, depending on their choice.

2.2 TARGET MARKET

Geographically, in the place where I lived which is located in Taman Bukit Teratai, Ampang, there are at least 8 secondary schools that were located nearby. Some of the schools are SMK Taman Seraya, SMK Pandan Mewah, SMK Pandan Indah and SMK Taman Kosas. Each schools have approximately about 1000 students. That would be a good amount of students for me to sell my products. This makes it easier for me to find nearby customers especially during this movement restriction where people were not allowed to cross district.

Demographically, my main customers would be among students as well as my friends who lives nearby that who were majority teenagers. These people are my main target market because it is well known that teenagers prefers to eat sweets stuff and snacks. Apart from that, my products is quite affordable for students as the price is not as expensive as other snacks from other well known brands. They do not have to burst their wallet just to buy my products.