



اَبُو سَيْدِي تَكُونُ لَو كُنِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPURTUNITY

Title:

NUTELLA POD

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1.0 EXECUTIVE SUMMARY

The purpose of this business opportunity is about the business and strategies related to my course which is Fundamentals of Entrepreneurship (ENT 300). I have studied all about the business strategies, problems and also the ways to overcome that problem. The reason for doing the business opportunity is to enlighten us about entrepreneurship.

The Nutella Pod is a original chocolate from nutella with different flavors. Although it is from Kota Bharu, Kelantan but the sales of this product have been spreading all over Malaysia. I can say that the a young a founder of Nutella Pod from Kota Bharu, Kelantan is so successful as he has a lot of agents all over different states. He has created a link for anyone who is interested with his products so that they can become agent too.

The shape of this product looks trendy. Besides, this product has few flavors such as original nutella. The founder definitely does a good job at targeting his customers. Apart from that, with the reasonable price, it has become famous among the youngsters because it is affordable to every one of them.

2.0 PRODUCT DESCRIPTION

The Nutella Pod is a homemade by founder that is supplied from Kok Lanas, Kelantan. This chocolate nutella pod is original from nutella and crispy for pod. I choose this product as my business project because nowadays, nutella pod had a lot of request from consumer. Based on supplier review, this product is a famous nutella pod that was sold in Terengganu and Kelantan. This nutella pod also is ready to eat version so there is no need to steamed it back. So, I take this opportunity to take this product as my project product and also be able to develop this product in this area. I use social media as my platform for promotion. Other than that, cash on delivery is made to make it easier for customer to get the chocolate jar they want.

The target customer of this product is student especially UiTM Machang student and people around there. For the customer from UiTM Machang student who are in residential college. The location I sell my product is in Section 7 Shah Alam, and also UiTM Machang area. I are planned to give a tester to the customer especially to a student as attraction and customer will be interested to buy this product. As at section 7 Shah Alam area, I sold this nutella pod from a promotion that I use by social media. In this promotion, I put some picture and a description of the product and also a detail for any information.

3.0 PROJECT IMPLEMENTATION

<p>(Key Partners)</p> <ul style="list-style-type: none"> - No change to join membership 	<p>(Key Activities)</p> <ul style="list-style-type: none"> -Joined events, celebrations, festivals, ceremonies, birthday party and other else. -Sell variety of flavor -Sell unique of nuttela pod 	<p>(Value Propositions)</p> <ul style="list-style-type: none"> -Delicious and healthy food. -Free delivery -Maintain quality product ingredients and cleanliness. -Customized cupcakes according to customer choices and preferences. 	<p>(Customer Relationships)</p> <ul style="list-style-type: none"> -Social media. -Personal contact. -Customer loyalty -Product quality. -important in making business. -Customized cupcakes due to customer preferences. <p>(Channels)</p> <ul style="list-style-type: none"> -Social media. -Agent systems. -Delivery. -Face to face business. 	<p>(Customer Segments)</p> <ul style="list-style-type: none"> -Targeting on large group of people with different ages and races which are included adults, teenagers, older people and children who are sIet eaters. -Regular customer -3 years old above
<p>(Cost Structure)</p> <ul style="list-style-type: none"> -Cost of machine -Sales and Marketing. -Rent, wages -Delivery Charges. -Equipment and facilities. 		<p>(Revenue Streams)</p> <ul style="list-style-type: none"> -Reasonable price, provide service and free gift. -They only pay for product -Value for being a loyalty customer. 		