Faculty of Computer and Mathematical Sciences
UNIVERSITI TEKNOLOGI MARA KELANTAN
Semester March – August 2021

ENT300

(FUNDELMENTAL OF ENTERPRENUERSHIP)

BUSINESS OPPOTURNITY

OCTOPUS PLUSHIE

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Submission Date: 6.6.2021
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1.0 EXECUTIVE SUMMARY

At the end of the business opportunity, I managed to get a lot of knowledge about businesses in the real world. I also get opportunity to run a business on my own and describe the strength and weakness of the business. From this business opportunity also, I managed to identify the aspects that can be approved over time.

The business opportunity I decided to choose is Octopus Plushie. The main course of the product is a sweet and cute plush octopus doll. This Octopus Plushie is a viral and trending doll that were popular among citizens and has been recognized by all people in Malaysia. It can make everyone world such a better place. Reversible flip octopus plush stuffed toy is a soft animal that can use as a home accessories, doll children gifts and also baby companion plush toy. This also can make customer's life happier. This is due to the insufficient of doll that offers a very cute and attractive of the products.

Reversible Octopus Plushie is easy to flip inside out so customers can show their mood to the world. These super soft toys are perfect for playing, collecting & cuddling. A cute reversible plush Octopus with two different expressions. For example, smiley and sadness or angry expressions. There are variable type of sizes and colours that customers can choose for this plushie. They can give this plushie to everyone they want such as family, friends and their lovers. Exceeding customers' expectations is achieved through passionate hard work and a dedication to reaching new standards. Because of the large number of citizens in Malaysia,

everybody can have it and it also suitable for every standard of age. For example, it suitable for kids, teenagers, students, middle ages people and also for adults. It also very affordable price that everyone can buy and enjoy it. Next, my vision is to become a leading desserts among all the other brands or products.

2.0 PROJECT DESCRIPTION (BEFORE ACTIVITY)

Before the activity, I planned to sell some products that I think will success to this project. First of all, I planned to sell scarf. There were different type of scarf such as bawal and shawl. But I did not continue it because I think I need to sell something that opened to everyone without limitation to gender and age only. There were some of my friends that sold a scarf for this project so I decided to not continue it. Next, I want to try to sell chocolate by become a dropship from a leader but unfortunately, many of the stockist or a leader did not opened for a dropship temporarily. I tried to message them to ask a chance to become a dropship but I did not have a chance.

Last but not least, I want try to sell beauty product business such as henna product. I think I can manage to sell that product because I knew one of my old schoolmate that became an agent and stockist for that products. But I think that not everyone likes to use a henna in these days so I decided to not take a part of it.

There also some medium platform that I want to advertise my business and get more customers to buy my products such as Facebook. In this application, I can create a fan page to promote the products I sell on the internet. To reach more people, typically online businesses will take advantage of the Facebook Ads feature. This advertising feature can only be used through a Facebook Fan Page. In addition to Fan Pages, I can also create Facebook groups, where the content becomes the focus of discussing specific topics that are highly relevant to the product I am selling.

Next, Instagram. Instagram ranks second as the best social media to sell online in the World market. Not without reason, social media based on short pictures and videos is very effective in capturing the attention of its users by using unique pictures and videos. Not just selling products, there are many types of businesses we can find on Instagram. In this media social, I can get variety types of customers if I promote my products on Instagram. Lastly, WhatsApp platform. In that platform, I already have a contact that most of them were my friends and my