



اُنِیْوِرسِیْتِی تِیْكَوْلُوْجِی مَآرَا
UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**INDIVIDUAL ASSIGNMENT
ENT 300
FUNDAMENTAL OF
ENTREPRENERUSHIP**

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OPPORTUNITY

(ZARZOU BEAUTY SKINCARE)

PREPARED FOR:

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EXECUTIVE SUMMARY

Assalamualaikum and hi, during making this business opportunity, I learnt a lot about how to manage business and how to control my income. It was best experience that turns me to be hardworking, supportive and dedicated person. I would like to say thank you to all my friends and my supportive lecturer because conduct me until I can finish my business opportunity.

Firstly, I sold a skincare product branded from ZarZou Beauty Company. ZarZou Beauty have many types of skincare product that helps user to prevent breakout skin and give full protection to prevent acne such as Brightening Hydrating Serum to prevent pimples, repair dark spots and prevent inflammation. Repairing and Soothing Facial Serum that has their own function to help our skin become flawless and repair all of acne breakout. They also have face mist to give full protection and hydrating our skin all day. This is the product that have been chosen from all Malaysian people because the products were successful and the price is also reasonable and affordable. I would like to recommend this product to all people who have skin breakout and want to get rid of acne. The ingredients that they used is very expensive and have own function like Niacinamide to brighten the skin, Hyaluronic Acid to prevent acne and Vitamin C to repair scars. ZarZou Beauty was declared in 1st August 2019 by Zulaikha Rosli Founder of ZarZou Beauty. This product got attention and well known to all teenagers and workers. This company also hired dropship and I take part to be their dropship and I can get RM20 per product that I sold. During being a dropship, I got many experiences and learnt a lot in making business grow and I hope I can further my business to high level soon.

Moreover, I learnt how to manage the customer, their behaviors, their complaint and is it they satisfied or not with my products. I also get feedback from them and all the feedback was good and they all satisfied with my products. I also learnt how to promote my products in all social media during this pandemic and I also do marketing to give chance to another people who would like to find side income below me. I also learnt how to give full cooperation on my business but never lack my studies as a student of UiTM.

Last but not least, I will mention all of my business below and I hope I my explanation satisfy the requirements. I've reach total sales RM1k above.

Project Description

As a result of my research, I have decided to sell all Zarzou Beauty Skincare product to complete the task given. My purpose sells this product is because to help people who have breakout skin to get skin that they want. Products that I sell is:

- Brightening & Hydrating Serum – BHS – RM59
- Repairing & Soothing Face Serum – RSS – RM59
- Face Mist – RM39
- Glow Matte Kit – RM118

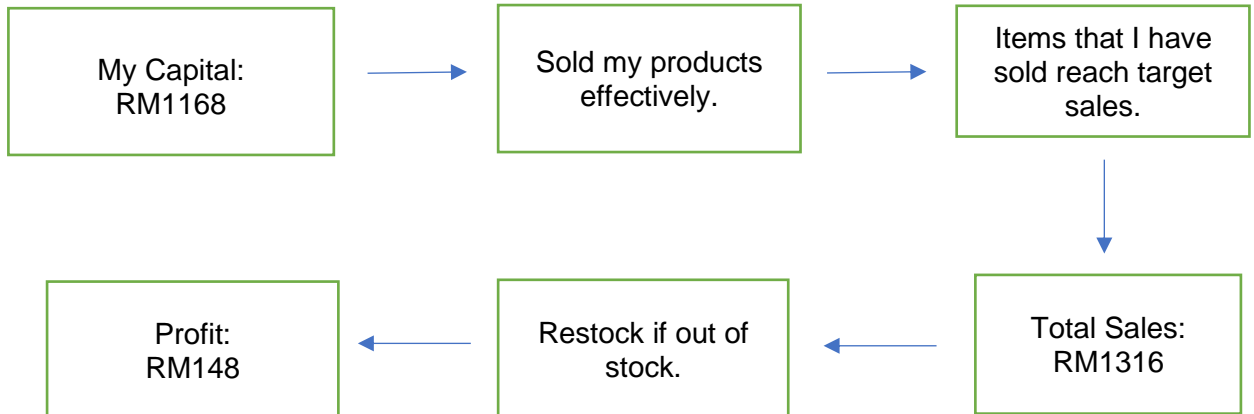
For promotion, my target customer is teenagers and adult because in this phase 5 out of 10 people will have breakout skin and they need something to prevent it. So, the products that I sold have their own ingredients such as BHS for PIH which is Post Inflammatory Hyperpigmentation and RSS for PIE which is Post Inflammatory Erythema. This serum helps our skin to minimize the pores, control the sebum and give full cover to prevent acne. I sells this product through online in social media because of pandemic but when I at college, I sold this product to my friends because they can get this product ease than online.

The duration of my business is since 2020 until now and I provided cash on delivery to my college student and online banking in online platform. But, during the pandemic, I limit my movement and human contact to prevent this pandemic from getting worst. The way that I use to promote my business is forward the details of product in What Apps to all my contacts and status or use my Instagram account to promote my business such as make the review video to attract interest to my customers to buy my product.

For the stock, I have my own stock as provided by HQ but if I ran out of my stocks, I would restock it again and if the products lack of stock, I will wait for HQ to restock the product again before I announced to the customer. I must contact ZarZou Beauty HQ on What Apps or Instagram to buy the stock on my own. The minimum products that I must buy is 10 pcs or RM400 which is very reasonable to all teenagers who want to start their business and make side income during the COVID-19 pandemic.

Project Outcome

After running my business within a couple of months, I've got experience after that which is:



From my experience, product that I've sold have no limitless as I can restock every week or months by HQ. Top product that I've sold is BHS which is more of my customer have skin type that need BHS ingredients to clear their skin. All my products have been sold and I've got RM148 profit if I've reached my target sales every week. For now, stocks that left is 3 BHS, 4 RSS, 2 Face Mist and 2 Glow Mate Kit. Along my journey in business, I've got many customers and last month I've got at least 10 customers who buy my product. Total sales that I have RM1316 and the profit I get is RM148.

