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Business Opportunity

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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 Mellow Crunch. The main course of the product is a sweet and mouth-watering dessert. This Chocolate Balls with Secret Powder is a chocolate and dessert that can make everyone world is a better place. This also can make customer's life happier. Mellow Crunch has been recognized by all people in Malaysia citizens. This is due to the insufficient of dessert that offers a very delicious and yummy food of the products.

A jar of Mellow Crunch consists some parts that can make the chocolate feel better such as Crispy Cocoa Balls, Melted Chocolate and Cocoa Malt Powder. It is produced using high quality premium materials. Each tubs a serving budget of 310 grams. The ingredients used are Chocolate Rice balls, Premium Cocoa Malt Powder, Vegetable Oil and Beryl's Chocolate. Mellow Crunch strives to break the judgement on local food products and be alongside with other famous food brands, gradually.

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 taste this dessert and 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. Along with desserts and, I aim to bring customers the ultimate feeling of a good taste of food that rarely be found with his chocolate. Next, my vision is to become a leading desserts among all the other brands or products.

2.0 PROJECT DESCRIPTION (BEFORE ACTIVITY)

I prepared to offer several things before the activity that I believe will be successful for this endeavour. First and foremost, I intended to sell Kuih Tapak Kaki Kuda. This idea came first because of my sister in law. She love to bake cakes. But I didn't finish it because we don't have enough co-workers to prepare the order on time. I opted not to pursue this project because of my sister in law almost get sick due to much work to be done. Then, I'd like to attempt selling scarf such as Naelofar Hijab and become their dropship from a leader, but regrettably, many of the stockists or leaders have temporarily closed their doors to dropshippers. I attempted to contact them via messaging to inquire about the possibility of becoming a dropshipper, but I was unable to do so.



Last but not least, I'd like to attempt selling cosmetic products such as Demica. I believe I will be able to sell that goods because one of my old classmates worked as an agent and stockist for it. However, I believe that not everyone enjoys using henna these days, so I declined to participate.

