



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

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

Business Opportunity

D1CS1104A

STUDENT NUMBER	STUDENT NAME
2019226776	NUR ALYA TASNEEM BINTI BAHAROM

Submission Date: **06.06.2021**
Prepared For: Puan Nur Hazelen binti Mat Rusok

TABLES OF CONTENT

No.	Content	Pages
1	Cover page + table of content	1-2
2	Executive summary	3
3	Project description	4
4	Project outcome	6
5	Experiential learning	7
6	Appendices	8

1. EXECUTIVE SUMMARY

In this business opportunity, I need to describe all information about my business. What I need to do is, to describe how I plan my business and how it started. Addition more, I must describe what product that I sells, my target, who is my customer and so on.

This case study is important to identify business opportunities based on evaluation and selection. The method used to be obtain the needs and wants of customer are through personal interview and self-observation. I decided to study on is online. It is because during pandemic covid-19 people were preferred to online shopping than walk-in.

Besides that, online shopping has a strong influence and buyers are consists of various age groups and communities. For example student, workers, housewife and others. This method are convenience and a pleasure for buyers because they can buy it anytime they want.

There are two business opportunities that I have thought based on needs and wants of my target markets in online are skincare shop and cookies shop. SWOT Analysis is conducted in analyzing these business opportunities for me to open a business. I have choose cookies shop as my business as I have a moderate experience, knowledge and skill in cookies. The main reason why I choose to open cookies shop is because my high interest in operating it

2. PROJECT DESCRIPTION (BEFORE ACTIVITY)

Early April 2021, I have been started planning my business opportunity to fulfill Fundamental of Entrepreneurship (ENT300) course requirement. After doing some research I choose to sell various type of cookies such Chocolate Chunk Cookies, Rocher Cookies, Naked Cookies and Buono Brownies from CrimeBites HQ which is located at Jalan Sentul Perdana, Kuala Lumpur. In order to get the stock easily I decided to join the company as drop ship and also as stockiest.

The price for each products are different based on location. For example the prices for the customer who lived at Peninsular Malaysia totally different from the price of customers from East Malaysia. For instance the price for Rocher Cookies in peninsular Malaysia is RM 28.00 but in East Malaysia the price is RM 32.00 same like Naked Cookies the price in peninsular Malaysia is RM 22.90 but in East Malaysia the price is RM 26.90.

Before starting my business I need to attend a seminar and group content telegram which conducted by CrimeBites HQ. Moreover, I am a newbie in starting my own business. CrimeBites HQ is very passion when talking about how to promote the products efficiently and they will lead a newbie like me to get sales. Furthermore, every week the admin and the leader will hand out new contents, how to manage stock and how to get more sales in this business.

Subsequently, I started my business by using online platform WhatsApp and using my house to store all the stocks of the products. For promotional purpose of my products, I take the opportunities to promote my products in all social media platform such Instagram, TikTok, Facebook and WhatsApp. In my promotional content I always include all the details of the products such as prices, ingredients, how to order and how to make a simple recipe by using this product.

Next, my target market for my products is from student who had suffered from online classes, workers, housewives and so on. It is because my products are to everyone that who likes to eat. It is because I provided and offer them the reasonable and affordable price for each of my products. Besides that, for the services I offer them cash on delivery and postage and they will get to choose which service they want if they lived nearby I will advise them to cash on delivery but if they lived far I will more preferred to postage