



# **UNIVERSITI TEKNOLOGI MARA CAWANGAN KELANTAN**

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**Faculty of Computer and Mathematical Sciences**

## **ENT300 Fundamentals of Entrepreneurship**

**Business Opportunity  
(Dropship of Sahajidah Hai-O Marketing SDN. BHD.)**

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## **1.0 Executive Summary**

For the business opportunity project I have been given a task to handle a business. The business need to carry out are online business, family business, Franchise Company and so on. So to complete the task I have joined a company that publish several of beauty and health product. The company that I joined to be the dropship is Sahajidah Hai-O Marketing SDN. BHD.

Sahajidah Hai-O Marketing SDN. BHD provide many products such as cosmetic product, body wash, shampoo, coffee and various other product. The products that I choose to sell for my business are Minkaffe, Merine Essence shampoo and Cozuma cosmetic. So far I saw the review of this product is the best-selling products that has been sold. I have start business from April 2021. It took one month to get the result for my business opportunity project.

I has promote the products to my friend and family from all social media. The platform that I used to promote the product are Instagram, Facebook, WhatsApp and TikTok. I decide to do an online business because it was trending on social media. Many people nowadays active in online business. Case of covid-19 also increasingly so many people can't go out from their house. The solution to avoid from the diseases that increasingly contagious are doing an online business.

The method that I use to promote the products by upload poster, customer's feedback, video, live review and advantage of the product. This method can encourage the customers to buy my items. I also do a live review on Instagram, TikTok and Facebook to introduce the product that I provide in my business. Testimony video also important to convince the customers and can attract many customers to buy my stuff.

There are five customers that I got by doing an online business. The product that I have sold were Minkaffe, Cozuma Fiber Lash Mascara, Cozuma Liquid Eye Liner and Marine Essence Shampoo. The profit that I got by sold the product was RM32.70. This is the good achievement that I got from doing online business.

Along my online business no more wastage because if the customers ordered the product then I will ordered to the stockiest so I not loss in business. The price of the product also affordable to all of the customers and this products suitable for all ages.

As an agent or dropship several of challenges and obstacles must be faced. The challenge that always faced were customers only ask about the product but they does not buy it. Besides, there are customers that said the product are expensive but as a dropship I explained clearly to them so that they understand why I put the price like that. If the customers ask about the products we need to treat them well so that they want to buy the product and can trust the business.

Joined a program like webinar also can increase the spirit to be a successful dropship because there will be a time that makes us give up and does not continue the business. So it is the solution to solve the problem so that we can be more hardworking and not give up to in business. Spirit is the main key to be more confident in business to attract many customers. Patient and effort also the role to be a successful dropship so that we can try hard to achieve the target.

A dropship also have to be creative and smart in business so that customers want to know the product that we sell. I have do giveaway for my customers that joined my live review. I do this program to increase my customers to buy my products. No reason to be successful dropship, if you really earnest to achieve the target.

At the end of this business opportunity, I got the knowledge about business in the real life. I also got a knowledge how to achieve target and manage the business well. I also can learn how to solve the challenged that be must face in business and be a dropship with a knowledge because sometimes we are on top and sometimes we are on below.

## 2.0 Project Description

I am Nurul Izatil Syamimi binti Yahaya, for the project of Fundamentals of Entrepreneurship subject my lecturer gave me an opportunity to handle a business like online business, family business, Franchise Company and so on. The aim of the business opportunity is to teach student how to handle a business and generate side income for the future. This is the new experience for me because before this I does not involve in any business so I don't have any experience to handle the business.

For this project I plan to participate with one of business that is Sahajidah Hai-O Marketing SDN. BHD. Sahajidah Hai O Marketing manufactures various types of product and services. The priority of the product are beauty and health product like cosmetic product, body wash, shampoo, coffee and various other product. I decide to choose this business because my sister also the agent of this company and she was encouraged me to join venture into this business. So from her support I decide to join this company to do an online business.

I plan to join a telegram group that is all of the agent and dropship can learn the flow of business and get something info or sharing such as photo, advice and tips. I decide to choose three product from this company for my project. The product that I choose is the best-selling product such as Minkaffe, Merine Essence shampoo and Cozuma cosmetic. I want choose this products because I see the review in the social media there are many customer like to use this products and many positive feedback from customers. That's why I want to choose this products for my project. I also like to use this product so it attract my attention to sell this product.

I will promote the product to my family and friend from all social media platform. I also decide to do a promotion in the social media group such as class group and primary school group, family group because not all people have account media social especially old people. So I use this alternative to promote my product so that many customer can contact me to ask regarding the products. Usually the price of products is affordable and suitable for students to buy it. For the first time I involve in business, I target to get profit RM 15 in one month.