



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

INDIVIDUAL ASSIGNMENT

ENT 300

FUNDAMENTAL OF ENTERPRENERUSHIP

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## **EXECUTIVE SUMMARY**

Assalamualaikum, during making this business opportunity, I learnt a lot about how to manage business and how to control my income. It also give a lot of experience that make me more hardworking, supportive and brave person. I would like to thank to my friends and my lecture because conduct and support me until I can finish my assignment.

Firstly, the Chakerbor was a local homemade product that produce halal food. I sold a product from Chakerbor which is homemade popcorn. This product is one and only product that Chakerbor made. This is the food product that have been chosen from all Malaysian people because the products were delicious and the price is also reasonable and affordable. I would like to recommend this product to all people who love a junk food and also when they watch a television or play phone. The ingredients that they used is follow Halal ingredients that Malaysia government set. Chakerbor also hires a dropship to help unemployed to generate passive income, and I participate as a dropship. During being a dropship, I got many experiences and learnt a lot in making business grow and I hope this experience will give me a little bit knowledge about how to make a business.

When I started to sold those item, I figure out that my individual skill like communication was improved. Next, I also learn how to handle the customer behaviour and I can learn that when I trying to approach someone like selling item to them. I also learnt how to promote my products in all social media and it will help to gain a bigger profit.

Last but not least, I will show you what I have sold within 1 month. I managed to get net profit between RM 50-RM100 within 1 month.

## PROJECT DESCRIPTION

As a result of my research, I have decided to sell all Chakeerbor product to complete the task given. My purpose sells this product is because to help a supplier more advanced and can compete with other business. Products that I sell is:

- Popcorn Caramel – 1 KG – RM 22

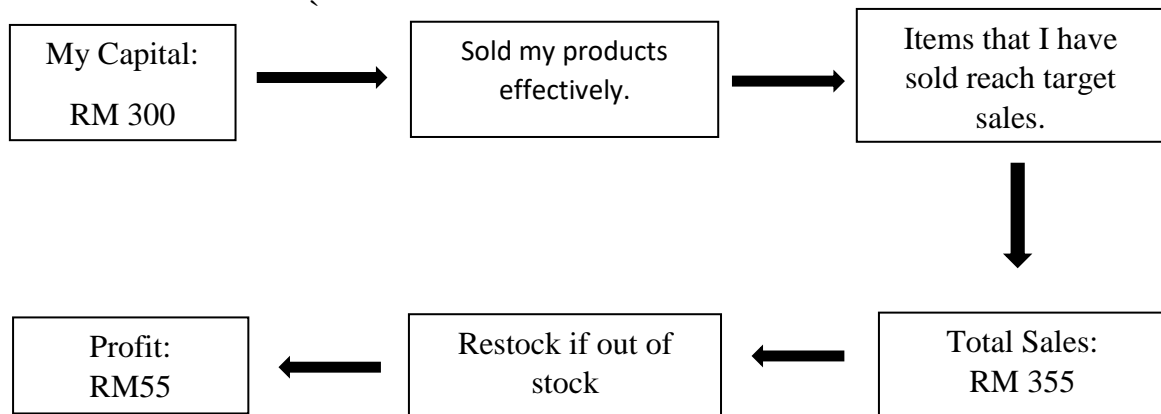
For promotion, my target customer is random because this product is satisfied for all people especially for people who like junk food. So, the product that I sold have their own ingredients and it safe to eat because the supplier of this product follow the rule that Malaysia Government set such as no preservatives used.

The duration of my business is short term plan and it very risky. However, I can manage that smoothly because get some advice from a lot of entrepreneur especially my lecture. The obstacle that hit me so much is this pandemic. In the pandemic, I can't approach customer face to face because to prevent this pandemic from getting worst. The solution that I solved with promote my business in the internet apps such as Shopee apps. This apps has a bigger users not only in Malaysia but over the world. This platform give a lot of opportunities for beginner to start their business. I also promote this product to our acquaintances and persuade them to buy it.

For the stock, I have my own stock as provided by supplier but if I ran out of my stocks, I would restock it again and if the products lack of stock, I will wait for supplier to restock the product again. I must contact the owner of Chakeerbor to buy the stock on my own. The minimum products that I must buy is 10 kg which is very reasonable to all teenagers who want to start their business and make side income.

## 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. The product I've sold is popcorn and it very satisfied by my customer. All my products have been sold and I've got RM55 profit if I've reached my target sales. Along my journey in business, I've got many customers and last month I've got a lot of customers who buy my product. Total sales that I have RM355 and the profit I get is RM55.

