



اُنْدِسُو تِكْنُوْلُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

91

FACULTY OF HOTEL MANAGEMENT AND TOURISM

DEGREE OF HOTEL MANAGEMENT

(HM240)

ENTREPRENURIAL

(ENT530)

INDIVIDUAL ASSIGNMENT

SUDUMAYIP BUSINESS

PREPARED BY:

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(2019678794)

PREPARED FOR:

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## ACKNOWLEDGEMENT



Thanks Allah I was successful in performing individual assignments. Thank Allah for giving me the strength to remain committed to carrying out this task. The tiredness I go through in delivering the products I sell to customer. Even though during this pandemic, the movement are so limited to us. I try to be strong to deliver the product to customer.

Thank you to my lecturer, Dr Nor Zawani for giving such effective guidance throughout the implementation of this assignment. Without the presence of Dr. Zawani, it is difficult to complete this task. the whole award should be given to Dr. Zawani because he struggled in giving this assignment and Dr Zawani is a very understanding lecturer. thank you and a word of appreciation to Dr Zawani. May Allah reward all the good deeds of Dr. Zawani.

It is difficult for us to go through these bitter times, especially during this pandemic. There are many difficulties and obstacles that we have to overcome. Thanks to my good friend, Ma'arif for giving me the opportunity to be his agent in further expanding his Daging Harimau Menangis Frozen business. Not forgetting my family, my friends who helped in this task as well as the buyers. May Allah reward your good deed.

## EXECUTIVE SUMMARY

Sudumayip starts with a lunch box. The first menu from Sudumayip is Ayam Kamheong vs Sambal Twins. Soon, the owner of Sudumayip came up with the idea that he wanted to make a recipe from this on brand. Then he also sells Daging Harimau Menangis lunch box. Very worth the price for all who want to taste it. Then came the idea of Sudumayip making a Daging Harimau Menangis Frozen. Daging Harimau Menangis Frozen start on mid of April. But that time I was looking for what product I needed to sell for the ENT530 subject. As soon as I wanted to be an agent to my good friend, he was infected with Covid-19. At the beginning of the July, he resumed operating Daging Harimau Menangis Frozen without continue his lunch box. From there, I sold the product as an agent. ✓

The ingredient that have in the Daging Harimau Menangis Frozen most of the ingredients are good for health. There's no coloring or synthetic ingredient we use. All ingredients ar organic, and we buy from local seller. The ingredients such as meat, oyster sauce, castor sugar contain less sweet, coriander and many more. This Daging Harimau Menangis product we sell at RM35 with weight 340gram. Before I started this business as an agent, I reviewed what I needed to do with this business. Accompanied by the knowledge imparted by Dr Zawani I managed to sell this product. I personally saw the making of this Frozen Crying Tiger Meat. It is done with full SOP, wear gloves, headgear, because cleanliness is our priority. ✓


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# BUSINESS REGISTRATION

PERSONAL PROFILE
BUSINESS PROFILE




**MUHAMMAD HAZIQ BIN  
MOHD AMIN**

**Personal Information**

Name	: MUHAMMAD HAZIQ BIN MOHD AMIN	Phone/Mobile	: <input type="text"/>	<a href="#" style="color: red; font-weight: bold;">Edit</a>
New Identity Card No.	: <input type="text"/>	Home Address	: <input type="text"/>	
Email Address	: <input type="text"/>			
City	: <input type="text"/>	District	: <input type="text"/>	
State	: <input type="text"/>	Postcode	: <input type="text"/>	
Personal Facebook	: <input type="text"/>	Personal Instagram	: null	
Gender	: Male	Race	: Malay	
Marital Status	: Single	Special Need Required	: No	

PERSONAL PROFILE
BUSINESS PROFILE



**MUHAMMAD HAZIQ BIN  
MOHD AMIN**

Company Name	: Sudumayip by Haziq	Company Registration No.	: <input type="text"/>	<a href="#" style="color: red; font-weight: bold;">Edit</a>
Type Of Business	: Sdn. Bhd	Business Role	: Agent	
Facebook Page	: Sudumayipbyhaziq	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	: <input type="text"/>	Business Instagram Page	: <input type="text"/>	
Marketplace	: Others	Business Website	: <input type="text"/>	
Business Related to Your Study Field	: <input type="text"/>	Type Of Website	: <input type="text"/>	
		Experience in International Export	: No	



Go-eCommerce
BETA

HOME
 MY PROFILE
 MY BUSINESS
 MY LEARNING
 MY NOTIFICATIONS
 MORE

UITM Puncak Alam - NZI ENT530

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	: UITM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam	
		Postcode	: 42300	
District of Institution	: Kuala Selangor	Study Status	: Full time	<a href="#" style="color: red; font-weight: bold;">Edit</a> <a href="#" style="color: red; font-weight: bold;">Delete</a>
Level of Study	: Bachelor Degree	Class Name	: NZI ENT 530	
Course Name	: NZI ENT530	Year Enrolling the subject	: 2021	
Subject Name	: PRINCPLE OF ENTREPREEURSHIP	Lecturer Name	: NOR ZAWANI BT MAMAT@IBRAHIM	
Month Enrolling the Subject	: 3	Year Of Internship Enrollment	: <input type="text"/>	
Internship Enrollment	: No	Period of Internship Training	: <input type="text"/>	
Month of Internship Enrollment	: <input type="text"/>	Expected Month To Complete Study	: 9	
Expected Year To Complete Study	: 2022	Related To Study Field	: <input type="text"/>	
Related To Study Field	: No			



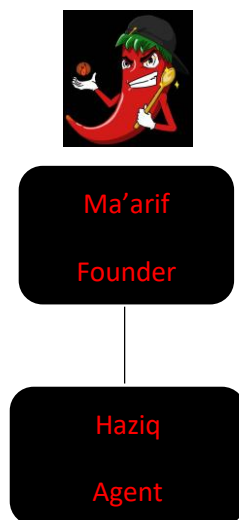
## INTRODUCTION TO BUSINESS

### Name and address of business

Sudumayip by Haziq

No 463, Jalan Bukit Coral 16, Taman Bukit Coral, 70400 Seremban, Negeri Sembilan.

### Organizational chart



### Vision

Being a food product that can maintain the authenticity of the traditional food of today's society will not forget the cuisine of the past and to be among the producers and marketers of food products that are guaranteed Halal in Malaysia.

### Mission

- Creating decent jobs.
- Add experience and insight in selling a product.
- Give an interesting taste to the customer.
- Meet customer satisfaction and exceed their expectations.

## **Description Product**

Daging Harimau Menangis is made from premium meat that has its own marinade. We use the meat of the tenderloin part where the part is easy to cook and delicious to eat. Among the marinades used for daging harimau menangis are, meat, caster sugar, oyster sauce, black pepper, melted and sweet soy sauce, and coriander leaves. This purchase of daging harimau menangis is accompanied by two sauces where the first sauce is called Hot Green Sauce. This sauce is able to arouse your appetite. Among the ingredients used are coriander leaves, green chillies, and caster sugar. While the second sauce is called Nam Jim Jeaw sauce. This sauce is a bit spicy for some people. But when this sauce is eaten with daging harimau menangis, this combination is very appealing. Among the ingredients used are small red onions, caster sugar, red hot chillies, coriander leaves and smoked rice.

## **Price List**

This daging harimau menangis is according to the market price because the difference is the marinade taste of the meat. The price of daging harimau menangis that we sell is RM35 with a weight of 340 grams. It comes with two sauces for customers to choose according to their taste. so we gave the two sauces.

## FACEBOOK URL AND PAGE

<https://www.facebook.com/sudumayipbyhaziq>

The image shows a screenshot of the Facebook page for 'Sudumayip by Haziq'. The page features a large, stylized logo 'Sudumayip' in white cursive on a black background. Below the logo is the profile picture, which is a red chili pepper character, and the name 'Sudumayip by Haziq' with the handle '@sudumayipbyhaziq' and the category 'Food & Beverage'. The page includes a navigation menu on the left with options like 'Home', 'News Feed', 'Inbox', 'Business Apps', 'Resources & Tools', 'Manage Jobs', and 'Notifications'. At the bottom, there are promotional banners for 'Create Ad' and 'Post a selfie at your business or with your team.' A red checkmark is visible under the 'Create Ad' banner.



⚙️ Options

463, Jalan Bukit Coral 16, Taman  
Bukit Coral, 70400 Seremban, [Get Directions](#)  
Negeri Sembilan, Malaysia


🕒 Enter hours of operation 

📦 **Service changes**  
Pick-up, Delivery, Online services

📞 014-645 1474 


✉️ kujjiq66@gmail.com 

🌐 Enter your website 

📌 Rasai kelainan daging harimau menangis yang lain daripada lain. Gabungan dua sos yang berwarna dapat membangkitkan selera anda. Ayuh 

📅 Food delivery service

💬 Send message

📺 Enter your Wi-Fi network name 

📌 Enter your products 

# TEASER

## Teaser 1

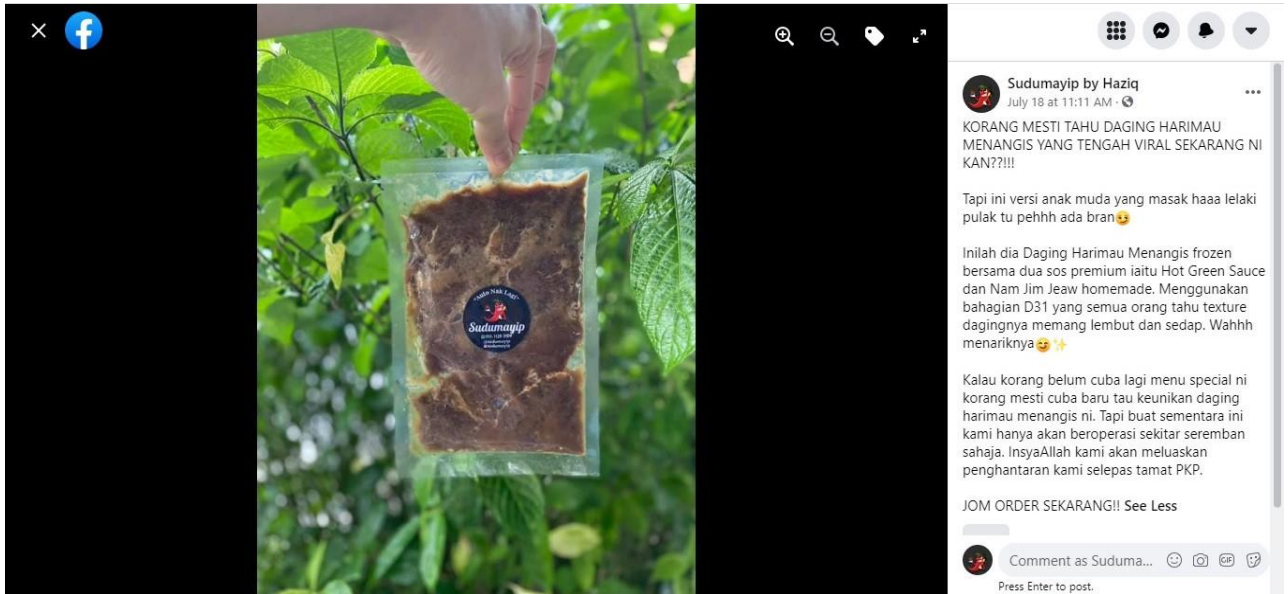


## Teaser 2

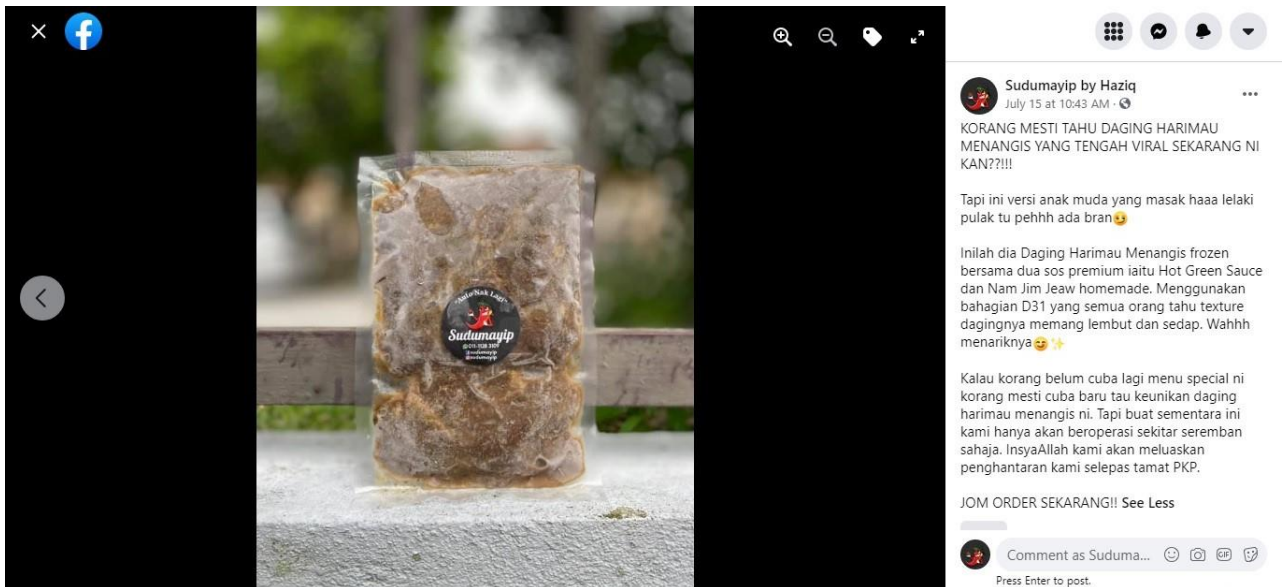


## SOFT SELL

### Soft sell 1



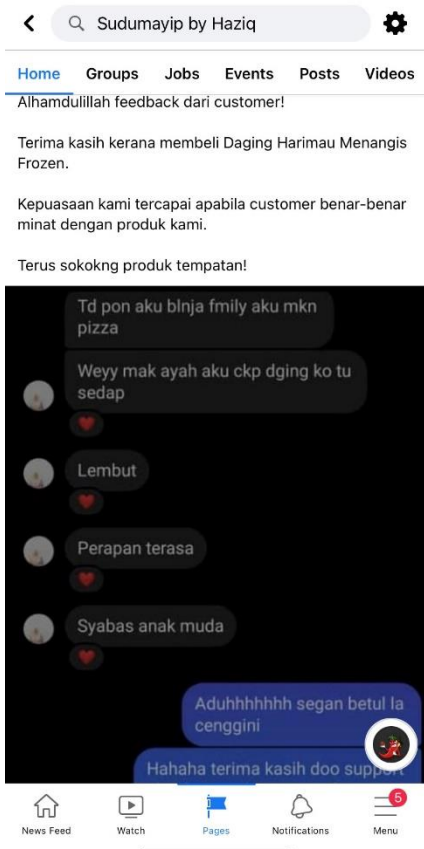
### Soft sell 2



### Soft sell 3




### Soft sell 4



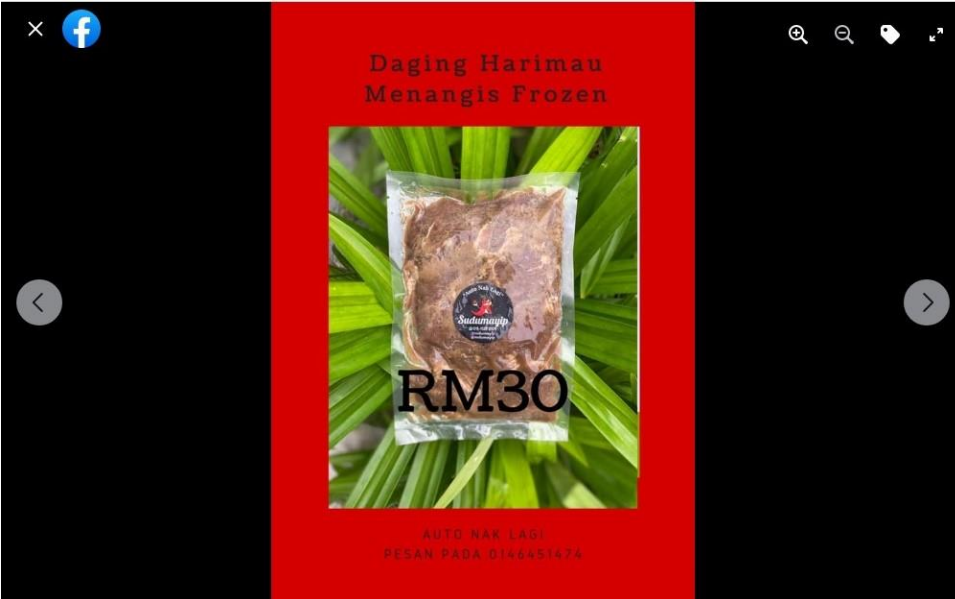
# HARD SELL

## Hard sell 1



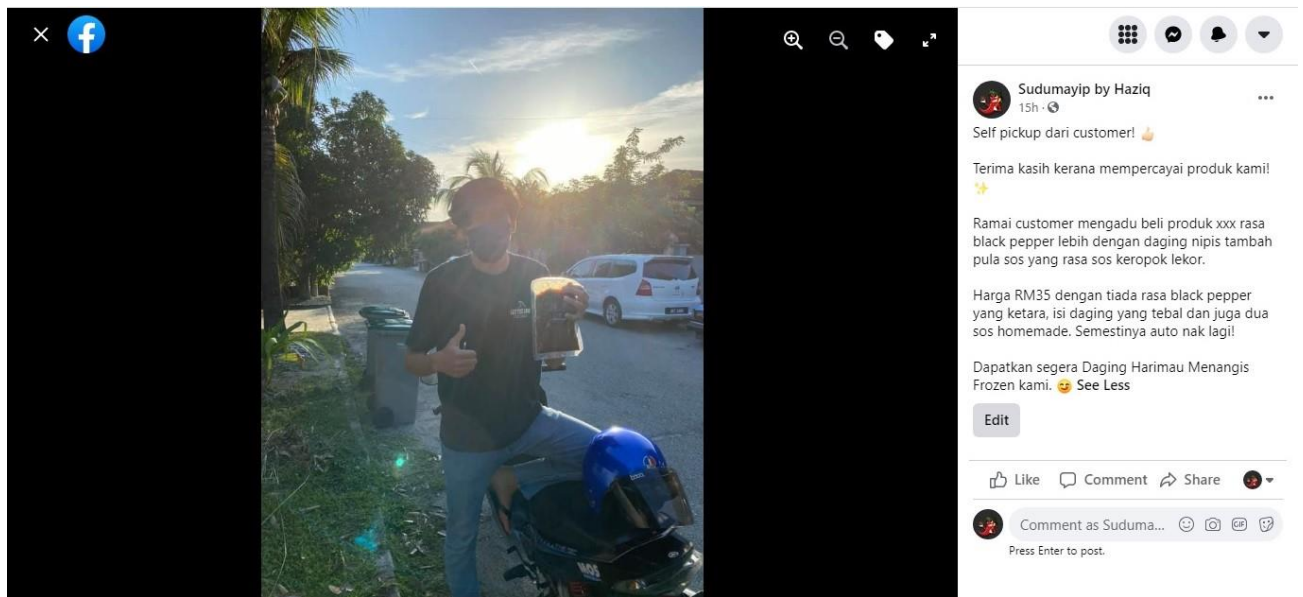
A screenshot of a Facebook post. On the left, a woman wearing a blue hijab and a plaid shirt is smiling and holding a small, packaged product. The background shows an outdoor area with a metal gate and a building. On the right, the Facebook interface shows the post details: the name 'Sudumayip by Haziq', the date 'July 16 at 12:17 AM', and the text: 'Alhamdulillah terima kasih kerana membeli!!', 'Jadi apa anda tunggu lagi? Dengan harga RM35 saja anda boleh dapat 340gram Daging Harimau Menangis bersama dua sos istimewa yang cukup membangkitkan selera anda!', 'Saya jamin jika anda beli sekali, pasti anda akan ulang untuk membelinya lagi. Kerana perapan yang kami sajikan adalah sangat berbeza dengan daging harimau menangis yang lain', and 'Untuk pesanan terus kepada nombor telefon yang dipaparkan pada profile kami.' Below the text are buttons for 'Edit', 'Like', 'Comment', and 'Share', and a comment input field.

## Hard Sell 2



A screenshot of a Facebook post. The main image is a red banner with the text 'Daging Harimau Menangis Frozen' at the top, a central image of a packaged product with 'RM30' written below it, and 'AUTO NAK LADI PESAN PADA 0146451474' at the bottom. On the right, the Facebook interface shows the post details: the name 'Sudumayip by Haziq', the date 'July 20 at 11:01 AM', and the text: 'Masanya telah tiba!', 'Tak sempat post lagi ramai yang dah Whatsapp saya! Terbaik', 'Sempena Hari Raya Aidiladha kami dari Sudumayip ingin memberi promosi harga untuk Daging Harimau Menangis Frozen! Promosi ini berjalan selama 3 hari!', 'Jadi apa anda tunggu lagi? Terus saja Whatsapp pada nombor yang tertera diprofil kami! Harga RM30 siapa nak bagi?!', and 'Cepat dapatkannya sekarang! ❤️ See Less'. Below the text are buttons for 'Edit', 'Like', 'Comment', and 'Share', and a comment input field.

### Hard Sell 3



The image is a screenshot of a Facebook post. On the left, a man wearing a black t-shirt and a face mask stands next to a blue motorcycle. He is holding a rectangular product box. The background shows a residential street with trees and a white car parked. The right side of the screenshot shows the Facebook interface. The post is from 'Sudumayip by Haziq' and is 15 hours old. The text of the post reads: 'Self pickup dari customer! 🙌', 'Terima kasih kerana mempercayai produk kami! 🌟', 'Ramai customer mengadu beli produk xxx rasa black pepper lebih dengan daging nipis tambah pula sos yang rasa sos keropok lekor.', 'Harga RM35 dengan tiada rasa black pepper yang ketara, isi daging yang tebal dan juga dua sos homemade. Semestinya auto nak lagi!', and 'Dapatkan segera Daging Harimau Menangis Frozen kami. 🤤 See Less'. Below the text are buttons for 'Edit', 'Like', 'Comment', and 'Share'. At the bottom, there is a comment input field with the text 'Comment as Suduma...' and a 'Press Enter to post.' prompt.



## CONCLUSION

As conclusion, a lot of experience I went through throughout performing this assignment. It's fun when we venture into entrepreneurship. From there we can value human will and desire. Whether we are able to obey or not depends on the individual. I'm not quick to get angry. As long as I am able to be patient and follow what the customer wants. Too many customers request that sometimes make me dizzy for me to follow. For example, the price of COD. Charge On Delivery. The house is 10km from me but the customer wants a discount for product and COD free. So it made me dizzy. But, still I need ~~o~~vercome that kind of situation.

From this Daging Harimau Menangis Frozen, I can also generate some of my side income. My target market for this Daging Harimau Menangis product is people who are already working. Because I know it's a bit expensive for university students to buy it. But I am open to everyone buying my products. Everyone can tastes Daging Harimau Menangis Frozen.

I also managed to make a promotion during Aidiladha. ~~o~~ for three days in a row. I did a promotion because I wanted everyone to taste this product. The response was very encouraging and made me feel happy and want to do it again in the future. My satisfaction comes when customers really like the products I sell. Most of my customer ~~o~~ repeat again to buy this product event though the promotion is ended.

After doing this assignment, I want to continue this business I started. I don't want to waste the opportunity because I already have my own customers. I want to create opportunities and grow my business as an agent to my good friends. I also want to find dropship that wants to advance themselves in the field of business because this product will always have fans in the future.

# GRAMMARLY

