



**INFORMATION SCIENCE STUDIES  
COLLEGE OF COMPUTING, INFORMATICS AND MEDIA  
UNIVERSITI TEKNOLOGI MARA (UITM)  
KEDAH BRANCH**

**DIPLOMA IN LIBRARY MANAGEMENT  
(IM120)  
FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**

## **“BUSINESS ACTIVITY”**

*Prepared by:*

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**Class: KIM1204B**

*Prepared for:*

**MOHD RADZI BIN MOHD KHIR**

**8<sup>th</sup> MAY 2023**

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## **AKCNOWLEDGEMENT**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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## MY ENT REGISTRATION



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TEKNOLOGI  
MARA

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Keusahawanan Malaysia  
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Mod Perniagaan : Hybrid  
Bidang Perniagaan yg diceburi : Makanan  
Tempoh Berniaga : 3 Minggu  
No. Pendaftaran Perniagaan :  
URL Perniagaan :  
Alamat Premis Perniagaan : UiTM Cawangan Merbok  
Tarikh Mendaftar : 15 Apr 2023  
Tarikh Kemaskini :  
Tarikh Cetak : 25 Apr 2023

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SALINAN PENDAFTARAN INI DIPERAKUI OLEH  
**PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM**

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

## 1.0 EXECUTIVE SUMMARY

It is not easy to launch a small business. You should be mentally and financially prepared for a variety of obstacles, whether you are running a little business writing business paper or a large one managing a construction company that builds skyscrapers. Additionally, having a basic understanding of management, marketing, and business is essential. You should first familiarize yourself with the industry and market. Use trustworthy education websites to learn. Given its amazing visual appeal, Research Prospect makes a great case study for instructional websites. Additionally, you should research the market to find out what products and services consumers want. The most important component is this one. You have the highest possibilities to dominate the targeted market segment when you find out that there is a need for a product but no one is currently manufacturing it. The cost and caliber of your goods are the second things you should consider. Two choices are available. The creation of pricey, high-quality products that will last a long time is the most important. The second choice has to do with consumption. You make cheap, subpar items and draw customers by offering the cheapest pricing.

This business activity attempts to expose students to real-world business opportunities. An interested buyer is provided with marketable goods or services by an entrepreneur in a scenario known as a business opportunity. An entrepreneur is tasked with coming up with new concepts and putting them into reality. For this business opportunity, I have decided to sell a snack that is ramen. The origins of the noodle known as ramen are in China. In Chinese, it is known as "Lamian". Chinese "la" means "to pull," and "mian" is a category of cuisine made from wheat dough and including noodles. Thus, the literal definition of lamian is "hand-pulled noodles." One of the most well-liked foods in Asia, it was introduced to Japan in the early 20th century by Chinese students there. Wheat flour, water, and salt are the main ingredients in ramen noodles. They are typically served with a variety of toppings, including meats, vegetables, and eggs, in a broth. When instant ramen was originally introduced to Korea in the 1960s, the dish quickly gained popularity. Instant ramen is a variety of ramen noodle that has been precooked and dried so that it can be kept in storage for a prolonged amount of time without going bad. In Korea, instant ramen is divided into two categories: 'ramen with broth' and 'ramen without broth' but I chose to sell ramen without broth because the ramen is quite popular and loved by many. The main reason why I want to sell ramen or ramyeon for this business activity

is because I want to give foreign food culture opportunities into my area. In addition, ramen is a popular food because it is easy to cook and you can add additional ingredients such as eggs, onions, mushrooms, cheese, etc. In addition, this ramen is also suitable for eating when camping, walking, watching movies, picnics.

## 2.0 PROJECT DESCRIPTION



(Figure 1: Ramyeon)

Ramyeon is simple to sell and does not require a lot of capital, therefore that is why my goal is to sell it. When students are too sluggish to visit the cafeteria, they will boil ramen, making it a good food to sell to them. Due to the huge demand for ramen, prices are also low. Selling ramen will let me have a little more money so I can keep paying for school. Additionally, ramen is available in supermarkets for RM23.00 per packet, which contains five packs. Both college and high school students should get it because it is both highly beneficial and reasonably priced. Ramen comes in a variety of flavors, including cheese, jajangmyeon, carbonara, ordinary, and twice hot. I choose four varieties of ramen that are popular among students: cheese ramen, jajangmyeon, cheese ramen, carbonara ramen, and regular ramen.

I sell ramen for RM5.00 a pack. I also use face to face and online methods to sell this ramen. If there are students who want to buy a packet, it costs RM25.00 because one packet contains five packs. My target group is among university students because I am in university and they like to buy snacks like ramen. I bought stock ramen at a supermarket near where I live because it is cheaper than buying online because of the shipping cost.



In addition, I offer pickup and cash on delivery (COD) services to my customers to make the purchasing process simpler for them. Additionally, clients have the choice of paying in cash or online. I give them the QR code to scan in order to make an online payment because doing so is quicker than entering the account number manually. To be able to sell my product while I am on campus, I must register it with the Malaysian Academy of SME & Entrepreneurship Development (MASMED). Then I started looking up where I could find stocks of my product. After promoting it on social media, I first sold my goods to my roommates before moving on to my friends. I provide my clients options like pick-up and cash on delivery (COD). I start to attract female college students who reside close to my college as consumers once I advertise my business on WhatsApp.

## **2.1 4 P Strategy**

The 4 P strategy, which focuses on product, pricing, promotion, and place, will then be discussed. The product comes first; this ramen is in the shape of a packet that is portable and simple to prepare. Because of the external packaging's appeal and colour, purchasers are more interested in it. Because this product also bears the Jakim halal mark, customers will not be hesitant to purchase it. Additionally, this item is lightweight and convenient to store on a shelf, a table, and other surfaces.

Next, pricing. Ramen is not too pricey and falls within my pricing range. I can purchase a few packets of ramen to sell without having to increase my money. Ramen in a nearby grocery is less expensive than ordering it online because shipping is already included in the price. This cost is crucial since if it is too high, not all clients would be able to buy it. I want to offer ramen in accordance with the means of my intended customers because if I set my pricing too high, students will not be able to afford it.

Additionally, promotion is the third P in the 4 P's approach. The purpose of promotion in business is to make a company more well-known to the general public. We can boost the company's goods sales with this campaign. I employ online strategies like posting flyers about my company on social networking sites like WhatsApp, Instagram, and others. This will make my campus's students aware that I own a ramen shop.

Finally, is the place. The place also plays a big role in a business because it affects the sale of our products. Places that are not strategic will make us lose. Since we came back to the campus, we can sell by face to face, we also can meet each other to make payment.

## 2.2 Financial Statement

DATE	DESCRIPTION	PRICE
16 April 2023	Product: <ul style="list-style-type: none"> <li>Ramen Cheese</li> <li>Ramen</li> <li>Jajangmyeon</li> <li>Regular Ramen</li> <li>Carbonara Ramen</li> </ul>	<ul style="list-style-type: none"> <li>5 pack x RM2.30</li> <li>5 pack x RM2.30</li> <li>5 pack x RM2.30</li> <li>5 pack x RM2.30</li> </ul>
TOTAL COST		RM46.00

### 2.2.1 Sales

DATE	DESCRIPTION	QUANTITY	PRICE
20/4/2023	Jajangmyeon	1	RM5.00 X 1 = RM5.00
20/4/2023	Carbonara Ramen	2	RM5.00 X 2 = RM10.00
22/4/2023	Carbonara Ramen	1	RM5.00 X 1 = RM5.00
23/4/2023	Ramen Cheese	2	RM5.00 X 2 = RM10.00
28/4/2023	Jajangmyeon	1	RM5.00 X 1 = RM5.00
28/4/2023	Regular Ramen	1	RM5.00 X 1 = RM5.00
30/4/2023	Carbonara Ramen	1	RM5.00 X 1 = RM5.00
2/5/2023	Ramen Cheese	1	RM5.00 X 1 = RM5.00
4/5/2023	Ramen Cheese	1	RM5.00 X 1 = RM5.00
4/5/2023	Regular Ramen	2	RM5.00 X 2 = RM10.00
5/5/2023	Jajangmyeon	2	RM5.00 X 2 = RM10.00
5/5/2023	Carbonara Ramen	1	RM5.00 X 1 = RM5.00
6/5/2023	Ramen Cheese	1	RM5.00 X 1 = RM5.00
TOTAL SALES		17	RM85.00
PROFIT = TOTAL SALES – TOTAL COST			RM39.00

## 2.3 Business Model Canvas (BMC)

<b>Key Partners</b> <ul style="list-style-type: none"><li>• Samyang</li><li>• Super Market</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Marketing</li><li>• Promoting</li><li>• Services</li></ul>	<b>Value Propositions</b> <ul style="list-style-type: none"><li>• Well-known brand</li><li>• Halal</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• Customers' Feedback</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Friends</li><li>• Classmates</li><li>• Residents of Kolej Mahlinja, Murni</li></ul>
	<b>Key Resources</b> <ul style="list-style-type: none"><li>• Physical Resources</li><li>• Financial Resources</li></ul>		<b>Channels</b> <ul style="list-style-type: none"><li>• Social Media</li><li>• Face to Face</li></ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• Product Cost</li></ul>			<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• Payment Method</li><li>• Sales</li></ul>	

### 2.3.1 BMC Explanation

#### 1. Customer Segments

- My target community to sell my product is my circle of friends, my classmates, and the residents of Kolej Mahlinja and Murni because it is easy to deal with them.

#### 2. Value Propositions

- Samyang is a well-known beverage brand because of its low cost. Additionally, it is a halal-quality item.
- Samyang Foods Co., Ltd. is an international South Korean food manufacturer and the first instant ramen company in South Korea.

#### 3. Channels

- Customers can place orders by meeting me in person around the college or using social media like WhatsApp.

#### 4. Customer Relationships

- I provide my clients with excellent service by helping them one-on-one so that it is simpler for them to purchase things, provide feedback, and say thank you for supporting my business.

#### 5. Revenue Stream

- Customers have the same options for paying online, including bank transfer, QR payment, and cash. After deducting such expenses, I profit from the sale of the product.

#### 6. Key Resources

- In my dorm room locker, I store my stuff. My clients' transactions with my own money provide me with my financial resources.

#### 7. Key Activities

- By advertising my items on social media, I strive to advertise them. I provide clients services including pick-up and cash on delivery choices.

#### 8. Key Partners

- I purchase Samyang goods from the closest grocery on my campus since they have the most affordable prices.

#### 9. Cost Structure

- I get goods from a hypermarket close to my campus for my business.

### **3.0 EXPERIENTIAL LEARNING**

After three weeks of operating my business, one of the things I have learnt is how to draw people in and encourage them to purchase our goods. With the intention of expanding my business experience, I created this venture. Since I have been engaged in this activity, this small initiative has enabled me to gain a wealth of real-world knowledge that I might not have otherwise had, including how to deal with clients, manage money wisely, market products more successfully, and many other skills.

Because I was bad at marketing strategies that might have made consumers less interested in purchasing the product, there were not many customers when this business first started. I have observed that having strong and effective communication skills is advised for success in this industry. This is because someone with bad communication skills will find it challenging to interact with clients, which will decrease their likelihood of purchasing our products. As a result, I think that managing a business is more difficult than it first appears because there are so many obstacles to overcome. In order to succeed, we must begin from the very bottom. I believe that starting your own business is more challenging than finding a job in a non-business field since some people believe that managing a business is simple, but it gets simpler if you have business skills. This is mentioned because we have business abilities and can think rationally about managing a business.

To sum up my business, although though I did not make a lot of money off the sales of ramen, it was still a significant number considering it was my first venture. I nevertheless believe that my initial foray into business was successful. Even if my business' sales are not very high, I believe that if I keep selling it, I can make more money because my consumers are very supportive. I can clearly see how much room there is for expansion for my company.

## **5.0 CONCLUSION**

In summary, I can say that it is not as simple as you might assume to start and maintain a business. I now have a solid understanding of business processes, procedures, and concepts thanks to this project. With these abilities, I might be able to launch my own company. I also came to the realization that running a business is exciting and enjoyable since we will feel content and relieved as our sales results increase. I previously studied business, which may have been tedious and challenging for me to handle due to my dread of potential sales results, losses, and target clients. However, I now understand that anything we do will have both positive and negative impacts, which is the difficult part. We can choose whether to deal with them. Due to the size of the corporate world, we should be transparent in our dealings. Therefore, we must exercise diligence in conducting business because if we give up easy, we will not attain the outcomes or goals we desire.

## APPENDICES

### Product



(Figure 2: product 1)



(Figure 3: product 1)



(Figure 4: product 1)



(Figure 5: product 1)



(Figure 6: Promoting in Status WhatsApp)



RAYEON

So much flavor in every bite

# 라면



# The Best Ramen



### Ramyeon Cheese

Hot Chicken Flavor Ramen  
Cheese

# RM5



## Ramyeon Buldak

## Hot Chicken Flavor Ramen

# RM5



## Ramyeon Jajangmyeon

## Jajangmyeon Black Bean Noodles

# RM5



## Ramyeon Carbonara

## Hot Chicken Ramen Carbonara

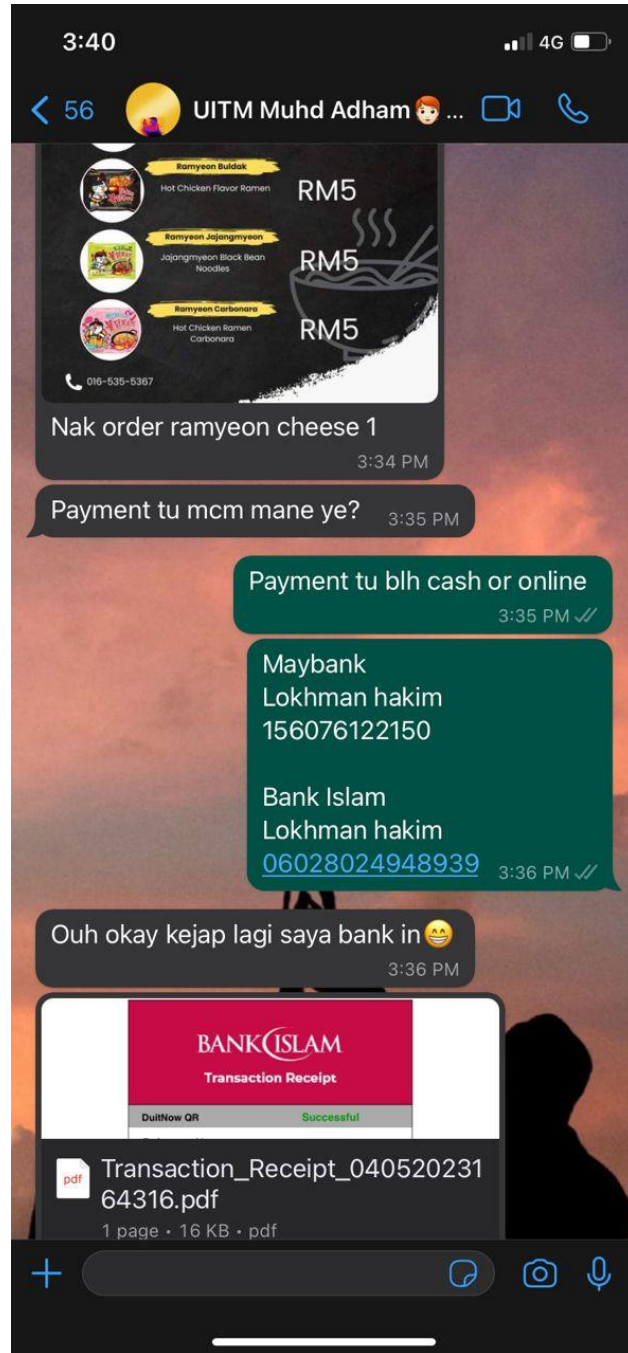
# RM5



016-535-5367

(Figure 7: Poster)

## Payment



(Figure 8: Payment Method)

## Feedback Customers



(Figure 9)



(Figure 10)