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AN ENTERPRISE & ENTREPRENEURSHIP HANDS-ON EXCURSION: BUSINESS PRACTICUM EXPERIMENTATION

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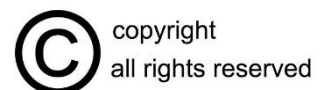
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Research Editor
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ABSTRACT

The doctrine of enterprise and entrepreneurship preaches on the importance of organization, operation and risk-taking adventure for a new business venture. Through the path of great entrepreneurship personas like Mark Zuckerberg, Richard Branson and Steve Wozniak, their self-established businesses experience sparkling wealth and fame. They began with business idea, then translated it into a business plan and decided the relevant size of operation for present and anticipated future and went on to grow their business. In is at this point where the researcher dwells into a real-life business establishment which features only a one-day of existence, with all the other factors of business venturing remaining constant – just like how a real business were to make presence in the market.

Keywords: Enterprise, Entrepreneurship, Idea, Plan, Venture.



To Cite This Document

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1.0 Business Organization

The business organization set up is a public limited company formed by 10 members which carries the name of SCHONE ACCESSORIES & GAME BOOTH. The sole purpose of the existence of this company was to provide goods and services to the entire population of Asia Pacific University, in the light of fulfilling an entrepreneurship activity. There goods and services provided is divided into three sections. First, the ACCESSORIES mainly targeting the female population, second, the HENNA SERVICE and third, the GAMEBOOTH- where both target specifically male and female population.

The establishment of this business took more than a 3 months preparation duration; however, the existence was only for 1-day. Thus, our business is called a 1-day organization as the financial statement are also designed in such a way that it releases the business from its trade activities after the 1-day operation.

The business organization practiced a narrow span of control as there were only 10 members working with each member assigned to a specific department. The department we had were, Operations, Marketing, Sales, Promotion and Accounting and Finance. The accounting and finance department is not visible in the organization hierarchy as this was handled mainly by Project and assistant managers. Each department had 2 members to ensure there is work being done at times when one of the members are not present. This kept our operations to never experience a cease. Also, every department was ensured to work hand in hand as they are all related.

On the other side, a short chain of command was practiced where the hierarchy of the organizational chart was designed to allow smooth and fast communication to prevent important data go missing. The organizational chart was prepared to show how every employee reported to one another and how each and every member holds an important responsibility towards the success of the organization.

Also, a democratic management style was practiced by the project and assistant leader allowing greater loyalty from members as the organization believed that any opinion and view that generates from different perspective could enhance the operation of Schone, thus, allowing survival of the business during its 1-day operation time.

The organization ensured that there was a clear outline of task needed to be done and task delegation so as to ensure all work finishes in time and business aims are met.

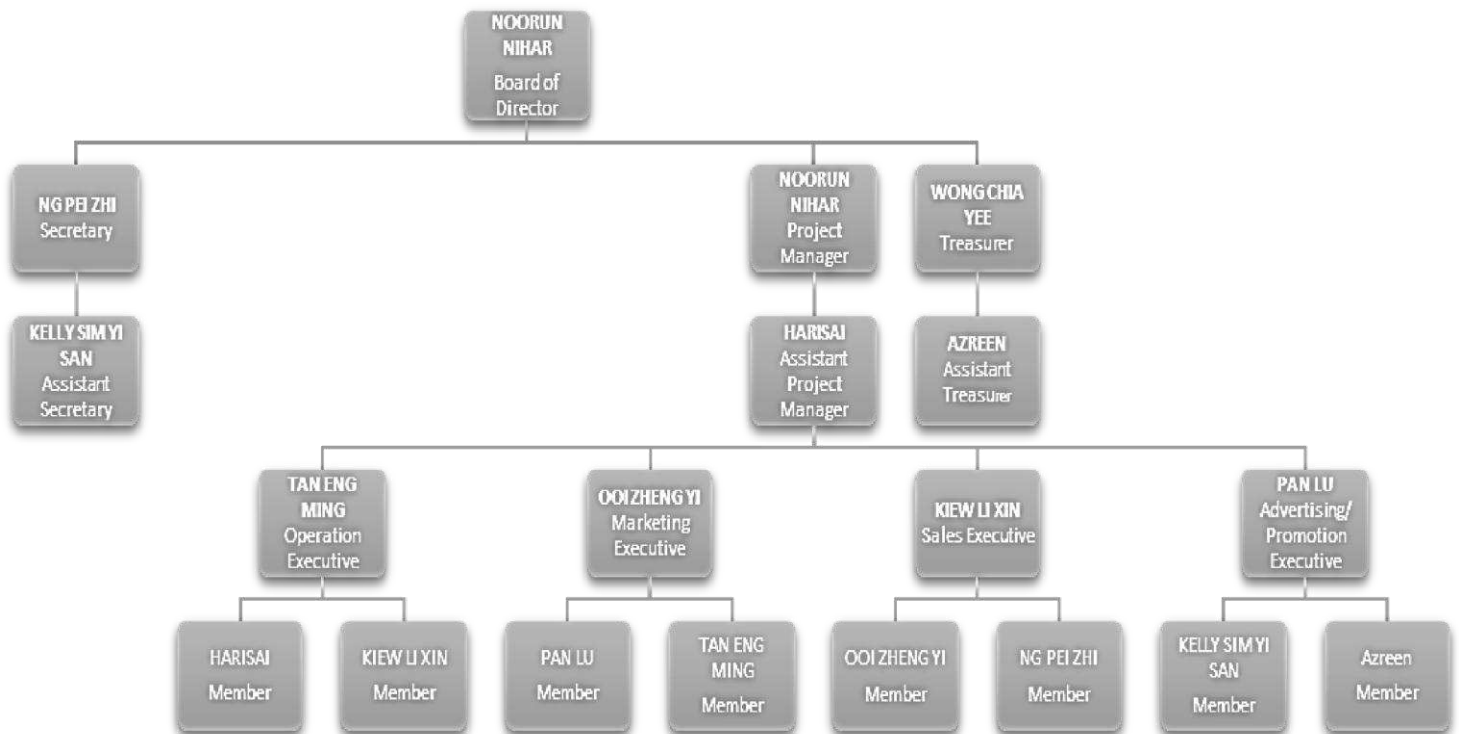
AN ENTREPRENEURSHIP HANDS-ON EXCURSION: BUSINESS PRACTICUM

To achieve cost effective management, Schone operated on a 0-capital management style. This is when the business strictly did not allow any expenditure unless necessary to create the finished product. This kept all indirect costs low. Thus, there was no need for any capital to be invested as start-up. Also, the main section of Schone—that was the sales of the accessories, completely went on 0-cost, where cost was only paid based on number of items sold after receiving the sales revenue, and, remaining unsold items were returned back to supplier. Thus, the organization operated on the basis of ensuring minimal amount come from members and that of making sales revenue do the job of financing and allocating profits.

This proves why the Schone's shareholders who were the members themselves, benefitted from huge dividends, as, there was no need to buy shares due to 0 capital. However, only the need to spend minimal amount that satisfies tasks needed for business operation, thus, allowing them to earn more on the minimal amount they contributed, and allowing some whom did not spend anything, to receive full dividends from profits. However, this does not mean there is a sense of inequality, as the main aim was to ensure, everyone gets the share of profits and that everyone contributes financially or non-financially. This made the organization to be known in APU, despite its 1-day operation.

SCHONE ACCESSORIES & GAME BOOTH PUBLIC LIMITED COMPANY

ORGANISATIONAL CHART HIERARCHY



2.0 Marketing Plan

2.1 PRODUCT

Through many times of our discussion and online survey, we decide our products are lady accessories, henna, reflexology rings, and game booth. To attract female customers, we prepared many kind of lady accessories which have earrings, anklets, bracelet and necklaces as well as the product are no capital that we get from our supplier. Most of the lady accessories is according to Indian style due to the reason that close to Deepavali, one of the important festival for Indian people.

Moreover, we will have prepared Henna is because most of the female customers are likely to experience the Indian cultural. Now we are looking for the supplier of Henna or online search for cheaper price as well as reduce our costs with the good service. Lastly, we considered put toss bottle, angry bird game or darts board for our game booth which have more fun for customers.

2.2 TARGET MARKET

Target market let us break the market into some segments which are demographic segmentation (based on measurable statistics) and geographical segmentation (based on location) as well as concentrating our marketing. Using this can focus our customer and increasing our sales at the same time making our business a success.

Closer to the Deepavali as the reason that our target market is focus on APU Indian female students, lecturers and staffs. This is because based on our survey ladies' accessories are the highest vote percentages. Hence, the lady's accessory and henna are focus on different race of APU's female student.

We provide ladies accessories for them to make them have a feeling of freshness to celebrate the festival. However, the game booth is for all APU's people to have happiness and enjoyable in the game with the purpose of to release their stress in academic. We will set all price of the product that suitable for every income level.

2.3 MARKET SIZE

Market size can be defined as the number of buyers and sellers in a market. This is especially important for companies that wish to launch a new product or service, since small markets are less likely to be able to support a high volume of goods. Large markets could bring in more competition.

Our market size is all the people in APU University. We sell variety of things to meet the demand of the buyer and our things are unique and competitive to the competitors. It can be said all the people that come to APU University on that day is our market size. Our market is small because we can only sell the things to people at APU University.

2.4 COMPETITION

The competitors we have face are convenient store and other business project. This is because everyone has their preference in habit, lifestyle and different culture. Therefore, other business project may make more attractive and interesting to their booth such as game booth.

We have to think more creativity and interesting game to make differentiate with other competitor. For example, we think some game that easy to play and special difference like Angry bird which using rubber band with a piece of paper to shoot the paper cup and get the sweet, and ping pong ball which throw the ping pong ball in to paper cup and get the snack and gift.

Besides that, we also focus on a small market niche group like our Henna and Accessories, we totally focus on Indian student, lecturer and staff who are going for celebrate Deepavali and certain ladies that like to enjoy and attempt other culture. Thus, we can attract some of the consumer that our competitor who they are not target it.

2.5 SALES

In this project, we offer three kinds of services, games, henna and ladies jewelry. For each kind of service, we have different cost price, selling price and profit. In order to ensure the balance of customer and sales.

From the customer's point of view, before the sale, we conducted a large number of surveys to investigate the psychological acceptance of the customer price. For the game, accept the price in rm2-rm3, for henna, accept the price of rm5-rm8, and for Jewelry, accept the price of rm10-rm20.

So we have developed the corresponding sales price, and choose the product for customers, and to ensure the quality of each service. From the sales, we mainly choose 0 cost, or a small amount of cost price, in order to adapt to the customer's expected price, and to ensure their own profits.

In henna and the game, we ensure that profits account for two hundred percent of the cost, and in the jewelry, we guarantee that each of the profits of 3-5 blocks. So, we not only guarantee their own profits, but also meet the customer's purchase psychology, thus creating a good sales and shopping environment.

2.6 PLACE

The place we choose sell our stuff at APU main campus foyer in level 3, near the cafeteria and auditorium. Due to the reason are this are the only place administration approval for our doing entrepreneur project. Besides that, this is because there are more population in that area and big area for us covered all the things we need to do it such as Game Booth, Accessories, and Henna. For example, Accessories.

We need to show off all the type that we sell such as shoe, bracket, anklets, earring and etc. For Henna, we need to prepare a waiting area and producing area so can make sure all the customer satisfy when they are waiting and Painter can concentrate draw the Henna. In addition, we also need to predict a large place for us to carry on two game booth, and make sure each of the game not be disturbing each other when there are in progress.

2.7 PROMOTION and ADVERTISEMENT

Advertising and promotions remained essential elements for Schone's progress.

The advertising carried out was informative and descriptive advertising. This was evident whereby Schone created A4 size brochures dictating the message of DIWALI sale. These posters were hung all around APU New Iconic Campus, ensuring, each and every member of the APU population get to know the existence of the booth. The advertisements detailed information such as the types of goods being sold and the time, venue, day and date as to when this organization was going to operate its sales. This allowed people to get both information and description through the various colourful pictures highlighting the poster.

Promotion was also practiced where during the operations of the booth, especially the section of accessories which sold REFLEXOLOGY RINGS, these rings were given to customers allowing them to try and feel. Special brochures regarding the benefits of using these rigs were created to channel positive information guarantying them with their purchase up till the extent to which, if whatever said was false after purchase, the particular ring could be returned back with absolute refund. Not only that, due to low demand during afternoon periods, prices of accessories went into promotional pricing techniques where instead of selling 1 necklace for RM 25, we provided 2 necklaces for RM 25. Although this became an expense for us, but it allowed sales, thus, benefitting us from the promotion we used in pricing.

Also, these advertising and texting went on continuously using social media platforms such as whatsapp, snapchat, Instagram and facebook where price changes and items available for sales were constantly reported to allow customer be aware at all time, so that, schone could get sales. This is evident in the pictures provided below.

SCHONE

ACCESSORIES & GAME BOOTH

is having a

DIWALI SALE

In conjunction with Entrepreneurship Day

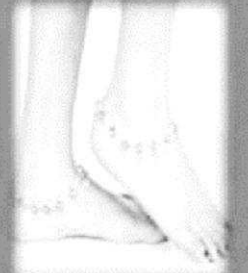
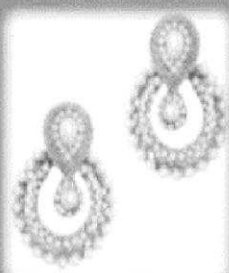


Day: WEDNESDAY

Date: 11th October 2017

Time: 9 AM – 6 PM

Venue: APU New Campus Foyer



3.0 Operational Plan

3.1 OPERATION SCHEDULE

TIME	ACTIVITY	PERSON IN CHARGE
25 July 2017	Project hand out First meeting- brief	All members
1 August 2017	<ul style="list-style-type: none">• Second meeting• discuss the products• concept: zero capital• delegate role and responsibility	All members
21 August 2017	<ul style="list-style-type: none">• marketing research and development• start marketing plan• get the final products• budgeting	-KIEW LI XIN -WONG CHIA YEE
19 September 2017	<ul style="list-style-type: none">• Third meeting• Operational plan• Briefing for schedule	All members
26 September 2017	<ul style="list-style-type: none">• Source of finance• Find supplier• Discuss promotion and design of advertisement	All members
28 September 2017	<ul style="list-style-type: none">• Flyer come out• Discuss the task of duty	All members
29 September 2017	<ul style="list-style-type: none">• Props preparing for game booth	-WONG CHI YEE
5 October 2017	<ul style="list-style-type: none">• Purchase gift and material	-NIHAR -NG PEI ZHI -KELLY SIM
7 October 2017	<ul style="list-style-type: none">• Final confirm selling price and promotion• Paste flyer	All members -TAN ENG MING -NG PEI ZHI -KELLY SIM -HARI
9 October 2017	<ul style="list-style-type: none">• Last meeting (confirm all the preparation)	All members
11 October 2017	<ul style="list-style-type: none">• Event day	All members
12 October 2017	<ul style="list-style-type: none">• Start for report	All members

3.2 RAW MATERIALS PURCHASED

Throughout the event, the accessories as well as the reflexology products actually represents the finished goods to be sold in the booth. There was not much of cost planning towards those products. However, there was cost planning whereby prices of henna cones were surveyed from different place in order to buy low cost henna. Not to say that the raw materials were used mostly for the games booth that was planned such as by using the cardboards, ping-pong balls, paper cups, newspapers and rubber bands.

3.3 OPERATIONAL OVERHEADS

During the preparation period, there were expenses of printing posters which had costs. Also, there were cost overheads from the transportation costs whereby goods such as the accessories were required to be collected and deliver from the supplier's location to APU to set up to be sold at the booth.

Not to say that transportation costs occurred as henna cones were needed to be bought and supply for the booth on the event day. Next, there were cost overheads incurred as there were a lot of printing for advertising and promotion purposes.

Pamphlets were also be printed out such as for reference purposes when buying the product of reflexology in order to attract customers to buy. Moreover, the planning for the decorations as well as the game booths required expenses such as by using glue, scissors, paper cups, ping pong balls and colored papers

4.0 Financial Plan

4.1 PROJECT COST

The project cost is calculated by adding up all costs incurred to provide Henna and Game booth services as well as bringing accessories up to the point of sale. Also, the process of allowing these product and services to operate includes costs incurred from the preparations, bringing them to action during booth set up and after sales. This categorises our costs into direct cost (completely attributed to the goods and service) and indirect cost (not directly related to product-example overhead cost in terms of expenses incurred).

However, it is to be noted that Henna service operated using finished product that were the Henna cones purchased from the market and the accessories were also finished goods directly provided by the supplier all in the aim of purely selling. Thus, there raw material cost, as both of these product and service were present to instantly provide sales.

There was no effort or the need to use these product as raw materials to make finished goods, as, they resembled finished goods for our business. However, the Game booth operated through the use of raw materials such as cardboard, cup and stationary-where these raw materials created the finished product that was the entire set up of individual games for the game booth. The total cost incurred is RM 313 after adding direct cost of RM 256 to indirect cost of RM 57. The cost can be seen from the table below.

<u>LESS :COST OF GOODS</u>	
Purchase of artificial jewellery	223.00
Mendhi Tubes	6.00
Game Booth Cost	27.00
Total Cost of Goods	256.00
<u>LESS: EXPENSES</u>	
Transport	31.00
Printing	6.00
Decoration	10.00
Stationery	10.00
Total Expenses	57.00

Accessories Cost based on Quantity Sold

INVOICE

KGV DESIGN ENTERPRISE				
INVOICE				
SOLD TO :	Harisai Anil Kumar Doshi	Date	12-Oct-17	
ADDRESS:	c/o APU, Bukit Jalil	Invoice No	1025/17	
				RM
NO	PARTICULARS	QTY	COST	TOTAL
1	Chokers	4	4.00	16.00
2	Chapals	1	22.00	22.00
3	Anglets	5	7.00	35.00
4	Dia Bracelets	1	8.00	8.00
5	Bangles (1 Stripe)	2	3.00	6.00
6	Ear Rings (Box)	3	4.00	12.00
7	Exc Bracelets 3 Stripes (Adjustable)	4	8.00	32.00
8	Tattoo Sets	2	3.50	7.00
9	Wrist Bands (2 pcs)	1	1.00	1.00
10	Exl Bracelet 3 Stripes (Small)	2	8.00	16.00
11	Glass Necklace	4	9.00	36.00
12	Brooch	4	8.00	32.00
	TOTAL			223.00
Note - Billed items sold only				

4.2 SOURCE OF FINANCE

The source of finance were the members of the private limited company themselves. However, there was no specific discussion held on the amount of capital needed from each member for business start-up.

This was because, the entire business operated on a 0-capital concept where there was no need for any capital inputs from member for financing the entire business operation as there was only minimal amount needed to allow part of the services to operate. This minimal cost was so minimal that it could be spent from members pocket money first and then claimed from the company after company has earned sales revenue.

Thus, the financing was merely to allow operations of henna and game booth services to run, of which, the sales earned from its services was used to cover up the personal money put in by members. However, the Accessories section operated on a specific agreement on consignment basis where there was no cost incurred initially to get the whole set of accessories from the supplier- where we did not have to buy the accessories from the supplier. But, we had to pay the cost price of the accessories to the supplier based on the quantity of accessories sold. According to the agreement, the remaining accessories not sold had to be returned to the supplier without any cost incurred.

Thus, this was a reverse method of financing where there was no need to finance from the start to run the business but to finance after sales occurred. Thus, for accessories, there was no personal financing needed as the revenue itself bared the cost and the remaining money become profit for the business.

Thus, it can be said the source of financing came from the members themselves for Henna and Game booth, whereas for the accessories section, it came from the sales revenue itself. It is a smart financing technique as it need to only cover up costs incurred by the business but delivered profits to each member.

4.3 MEMBERS OF THE COMPANY PROFIT & LOSS STATEMENT

SCHONE ACCESSORIES & GAME BOOTH	
Members Profit & Loss Statement	
Profit & Loss Account	
<u>SALES REVENUE</u>	Amount (RM)
Sale of artificial jewellery	268.00
Income from Mendhi Handwork	100.00
Games Booth	45.00
Total Revenue	413.00
<u>LESS :COST OF GOODS</u>	
Purchase of artificial jewellery	223.00
Mendhi Tubes	6.00
Game Booth Cost	27.00
Total Cost of Goods	256.00
GROSS PROFIT	157.00
<u>LESS: EXPENSES</u>	
Transport	31.00
Printing	6.00
Decoration	10.00
Stationery	10.00
Total Expenses	57.00
NET PROFIT	100.00

4.4 OVERALL FINANCIAL PERFORMANCE

The overall financial performance can be said to be positive as there is a profit made on sales.

The total sales revenue totalled RM 413 whereas total cost of goods amounted to RM 256 giving a Gross Profit of RM 157 which is 38%. However, the expenses amounted to RM 57 giving a net profit of RM 100, which resembles 24% profit made on sales.

The profit of RM 100 was divided equally amongst 10 members of the company allowing each member to receive RM 10 for their commitment, hard work and participation. The RM 10 can be considered as a reward for the employees. This profit allocation leaves the business with no money, showing the end of existence of Schone as it was a 1-day company merely to cater for learning experience.

However, it is to be noted that the profit allocation is not shown in the income statement as the profit and loss account is merely to show the gross profit and net profit amounts. Showing the profit allocation would mean the report was to explain the closing of Schone company, however, it is in reality the report is to present the overall performance and financing of Schone.

5.0 Conclusion

5.1 EXPERIENCE GAINED

We used zero capital concept in the entrepreneurship project to run our booth. By this way, we can earn more profit. Therefore, in this module, we know how to lower the cost of production and get higher profit as an entrepreneur. By lowering the cost of production, we have charged a low price to the customers. By setting the low price, we are able to attract more customers to come to our booth.

This is the first time for most of us to do as an entrepreneur to run a small business in APU. We decided to sell the stuff that are related to traditional of Indian, for example the accessories and the Henna drawing. This is because our entrepreneurship day is fell on one week before the Deepavali. Therefore, we are trying to seek attention from our Indian students and lecturers to come to our booth. Since most of our members are Chinese and Malay, we get to know more about Indian culture through this project.

Besides, people casually walking by our booth and some of them had stopped for a moment in order to check out what was happening. Hence, we learnt that it is important to have an eye catching, attention grabbing way to draw these people to our booth. We had interacted with the students around the campus by explaining the games for them, seeing if they had any interest in playing and so on.

Additionally, we also know how to talk to our customers. We know that customers are the biggest asset of a business. Therefore, we had been improving our quality of service in order to offer the best service to our customers.

For example, when the customers have question, we have to answer them in a proper way. When we made mistakes, we apologized to our customers and moved quickly to correct it so that they feel comfortable as they see that we took the problem seriously. Besides, we tried to prevent the mistakes from happening again.

Last but not least, we learnt about the technique of promoting our products and services to our target customers. For instance, we promoted our products by walking around the campus. This is to ensure that everyone get to see our products. It is important to be able to promote our products and services effectively. This is because it may help us to generate more sales and gain as much profit as possible.

AN ENTREPRENEURSHIP HANDS-ON EXCURSION: BUSINESS PRACTICUM

Furthermore, we also paste the poster of our booth around the campus before the actual day to let more people know about our booth. Every one of us was very bravely to promote our products and services when there is people walk through it.

It is a good experience for us as this is the first time for us to make a small business in our campus. We not only happy with the profit we got, but also learnt a lot of skills through this project.

5.2 OVERALL REPORT and CONCLUSION

In conclusion, we have wrapped up the event successfully. The business organization has been planned systematically by coming up with each detail and framework of Schone company.

Moreover, marketing plan has been done accordingly.

First the ideal product and service is chosen. Target market was narrowed down then market size was estimated. our company had competitions, but we managed to make a good profit. Sales made on that day was greater than estimated.

The event was done in APU foyer which is a strategic place. Advisement was done by sticking up poses around the campus whereas promotion was given for accessories and henna services. Operation plan was done agonizingly such as suppliers that as found was capital free unless we sold financial plan was a success.

The project cost was lesser than the sales made. Sources of finance was by paying the suppliers and claims after we made the sale. So, overall financial performance was good.

5.3 RECOMMENDATION and SUGGESTION

First of all, we should have done the things according to the time frame that we have already set previously. For instance, we had pasted the poster 3 days before the event and it was really rush for us to do so.

Hence, we should stick the poster 1 week before the event so that everyone will be aware of it. If we did everything based on our time frame, we won't be so rushing at the last minutes. We have done the preplanning paper work very well, but our actions are not effective as our planning. We believe that if our actions started earlier we would do better in this entrepreneurship project.

Secondly, we should hold the meeting in an effective way. The main items such as the things to be done in the previous meeting should be discussed first in the meeting. However, we always discussed the other things first in the meeting.

This caused us to take a long time for a meeting. In the meeting, we should simplify everything so that we can solve everything in a short time. Therefore, efficiency will increase by keeping everything simple.

APPENDIX

Meeting Minutes

MEETING 1

UC1F1702AF	Entrepreneurship Project	AQ020-3-1-EPP
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Date : 25.07.2017

Time : 5:00pm-6:00pm

Venue : APU New Campus, Library

ATTENDANCE

Present : Ng Pei Zhi (NPZ), Kelly Sim Yi San (K), Kiew Li Xin (Kiew), Wong Chia Yee (CY),
Tan Eng Ming (TEM), Ooi Zheng Yi (OZY), Pan Lu (PL), Azreen Noor Azli(Azreen),
Noorun Nihar (Nihar), Harisai Anil Kumar Doshi (Hari)

Absent : -

Absent with reason: -

[illegible]

Minutes prepared by:

Ng Pei Zhi

cc: Noorun Nihar

AN ENTREPRENEURSHIP HANDS-ON EXCURSION: BUSINESS PRACTICUM

Secretary
25.07.2017

MEETING 2

UC1F1702AF	Entrepreneurship Project	AQ020-3-1-EPP
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Date : 01.08.2017

Time : 5:00pm-6:00pm

Venue : APU New Campus, Library

ATTENDANCE

Present : Ng Pei Zhi (NPZ), Kelly Sim Yi San (K), Kiew Li Xin (Kiew), Wong Chia Yee (CY),

Tan Eng Ming (TEM), Ooi Zheng Yi (OZY), Pan Lu (PL), Azreen Noor Azli (Azreen),
Noorun Nihar (Nihar), Harisai Anil Kumar Doshi (Hari)

Absent : -

Absent with reason: -

No	Description	Action	Date
1.0	Main Items for Discussion + Questions 1.1 Items to be sold on entrepreneurship day 1.1.1 We decided to sell Indian ladies accessories as our entrepreneurship day is held one week before Deepavali. 1.1.2 Since we started the idea with zero capital concept, so we decided to set up the game booth as the capital required is very low. 1.1.3 We also provide Henna drawing services. 1.2 Delegating of Tasks: 1.2.1 Finding suppliers: Hari 1.2.2 In charge of game booth: Azreen, K, NPZ, CY, Kiew 1.2.3 In charge of Henna drawing: Nihar	All members	
2.0	Things to be discussed for next meeting 2.1 What are the games that should be held on the entrepreneurship day?		05.09.17
3.0	The Meeting ended at about 5:50 pm. Date of next meeting: 05.09.2017 (Tuesday) Time for next meeting: 5:00pm-6:00pm	Nihar	

Minutes prepared by:

Kelly Sim Yi San

Assistant Secretary

01.08.2017

cc: Noorun Nihar

MEETING 3

UC1F1702AF	Entrepreneurship Project	AQ020-3-1-EPP
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Date : 19.09.2017

Time : 5:00pm-6:00pm

Venue : APU New Campus, Library Discussion Room

ATTENDANCE

Present : Ng Pei Zhi (NPZ), Kelly Sim Yi San (K), Kiew Li Xin (Kiew), Wong Chia Yee (CY),
Tan Eng Ming (TEM), Ooi Zheng Yi (OZY), Pan Lu (PL), Azreen Noor Azli(Azreen),
Noorun Nihar (Nihar), Harisai Anil Kumar Doshi (Hari)

Absent : -

Absent with reason: -

[illegible]

Minutes prepared by:

Ng Pei Zhi

cc: Noorun Nihar

20.09.2017

MEETING 4

UC1F1702AF	Entrepreneurship Project	AQ020-3-1-EPP
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Date : 26.09.2017

Time : 5:00pm-6:00pm

Venue : APU New Campus, Library Discussion Room

ATTENDANCE

Present : Ng Pei Zhi (NPZ), Kelly Sim Yi San (K), Kiew Li Xin (Kiew), Wong Chia Yee (CY),
Tan Eng Ming (TEM), Ooi Zheng Yi (OZY), Pan Lu (PL), Azreen Noor Azli (Azreen),
Noorun Nihar (Nihar), Harisai Anil Kumar Doshi (Hari)

Absent : -

Absent with reason: -

No	Description	Action	Date
1.0	Main Items for Discussion + Questions		
	1.1 There are 2 games that we are decided to set up on entrepreneurship day 1.1.1 Angry birds: Players use a small piece of paper & rubber band to shoot down the cup on the rack 1.1.2 Ping Pong ball: Players throw the ping pong ball into the cup that hang on the board. *Price: RM3 for 2 games *Prize: Sweets and snacks	All members	
	1.3 Items that are confirmed to be sold on entrepreneurship day 1.3.1 Indian ladies' accessories 1.3.2 Prizes for the game booth: stationary/ snacks 1.3.3 Henna drawing service	Hari NPZ, K Nihar	
	1.4 Booth Decoration & Advertising 1.4.1 Our booth will be decorated based on Indian style 1.4.2 Flyer will be pasted around the campus 3 days before the event	CY, PL, Hari	

Minutes prepared by:

Kelly Sim Yi San

Assistant Secretary

26.09.2017

cc: Noorun Nihar

RECEIPTS

There were no receipts to be shown as the sales revenue itself paid off all costs incurred by individual members.

This is because of the 0-capital concept. However, despite some pre-hand purchases were made, the secretaries recorded and ensured the particular amount get paid back to the respect member who performed the expenditure upon receiving the sale revenue from Schone.

Thus, the business recorded but did not collect any receipts as most purchases were made from shops that do not give receipts, and even if there were receipts, the members kept with them just for evidence purposes that the particular purchase was made and thus he should deserve claim.

Also, purchases that were made were all minimal cost, thus, recording was sufficient than holding the responsibility of collecting receipts. This created an independent environment rather than dependent.

INDIVIDUAL REPORT

Abstract

This project involves bringing out the best entrepreneur in me by experiencing in the real field of business. I have endured many obstacles to make this a successful event. This project has given me a positive impact as I have learnt new skills. I had the opportunity to improve myself from many aspects with the help of my members.

Role and responsibilities

My role in this project is as a leader. I have a few important responsibilities. Firstly, I had to come up with an idea on the services and the products to be sold. I had to discuss with my members to get the ideal services and product for the event. I must plan the operation schedule properly. I must make sure everything is in order so that my members are on track. Secondly, each member was given task based on their specialized area. For example, the group was divided into two. The first group was supposed to find suppliers for the product and the second group did budgeting. Thirdly, meetings were held to inform and discuss new ideas to be generated and to improve the current ideas.

Experience gained from entrepreneur's aspect

I have learnt to go through challenges without fear. I must be brave in handling difficult situations and not let others criticism to make me fail. Besides that, I have learnt that we must always care for my members. I must not let me be out of track and give them hope to see a better result from their work. Furthermore, I have learnt that the entrepreneurship field is wide. There are many opportunities and adventurous experience to be gained. For example, new ideas can be explored and used in the business to attract customers. Finally, I have realized that everything will be hard until I try doing it. It is our fear and conscience that keeps us back from doing anything that may lead us to success

Conclusion:

Skills learnt

One of the skill that I have learnt is communication skills. Through this project I have learnt to voice out my opinion and the way to talk to different people. I must keep my ideas to myself without voicing it out as it may be one of the best idea. For example, henna was a last-minute suggestion as I thought that it will not be profitable. However, henna was one of the most profitable service. Moreover, I have learnt to be punctual. I have the tendency to procrastinate my work and through this project I have realized that doing work on time improves myself to be a better person in every aspect. For example, when I do my work on time I feel confident about myself and confidence is very important for each person.

How to improve

I must improve on giving attention to details. Minor problems may end up in bigger problems later, so I should plan beforehand to prevent it from happening. For example, posters should be put around the campus one week before however we started to stick before three days due to designing the posters. Some of them were not aware of the event until they came to our booth on that day. I should take more cautions on each detail.

On the other hand, I should practice more on my public speaking skills. This skill is very crucial for an entrepreneur especially as I must present the company in an attracting way to express the potential of the company. For example, I must give them the satisfying details of products and services to convince them to buy the products. Thus, I should be more active in class discussions and take part in more events. Finally, I must improve my interpersonal abilities. I should work on this skill as it is essential for entrepreneurs to have a good connection with various people as it may help in the future when there is a problem and we can help each other to solve it. To improve I should get to know more people and learn new things from them through clubs and events held in the campus and outside campus.

Acknowledgement

First, I would like to acknowledge Miss Noraini my entrepreneur lecturer for guiding us throughout the project by giving us advice and suggestions. She ensured we were on the right track all the time and she helped us to solve our problems even though she was occupied with classes.

Secondly, I would like to thank my members to go through this journey together by understanding each other and handling conflicts together. We came up with suggestions until the last minute just to make sure we succeeded in the event and we made it happen.

ABSTRACT

In the words of McClelland, "Entrepreneurship involves doing things in a new and better~ way. It calls for decision-making under uncertainty. If there is no significant 'uncertainty and the action involve applying known and predictable results, then entrepreneurship is not at all involved."

Anybody can become an entrepreneur provided he has got a certain set of behavioural traits and mental aptitude. His success depends more on hard work than good luck. He must be a DOER and not a DREAMER. The success of an entrepreneur depends largely on his intelligence, imagination, capacity to innovate and his ability to turn visions into realities. It is not necessary that he should possess a professor's intelligence, a prophet's foreseeing capacity, a salesman's persuasiveness, a banker's financial talent, a politician's power or a filmstar's magnetic personality. The only capacity, very essential to become an entrepreneur is the willingness to work hard.

In terms of entrepreneurship, this was a direct impact on me. It is this theory that I learnt during the semester 1 of my degree programme under the subject 'Fundamentals of Entrepreneurship'. However, at that point of time, it seemed normal to me despite imagining how every word that described entrepreneur's characteristics and qualities would have been in reality. But, to my surprise, the reality perceived in my mind turned out to be totally vague and false as I went through this phase of Entrepreneurship project.

This manifested a spark in my mind awakening me as to learning theoretically is nothing compared to executing and putting the theories into practise. That's when each characteristic and quality that was embedded in my mind came to life as I approached the delegated tasks toward execution of the project.

ROLES & RESPONSIBILITY

With regards to roles and responsibility, the organisation chart and hierarchy system never created an impact in me, as, at the end of the day, it is how you utilised your qualities and brought entrepreneurship skills into reality during the understanding and execution of a particular task delegated to you. In my group, there was no one whom actually followed the hierarchy as everyone had various talents that made them leaders in their own field making them prominent just as they are. However, the leader was respected as there was a priority to at least have a head of the congregation so as to ensure aim and objectives were always something we members geared towards.

Below the project manager, after a fair vote session, I was given the role of an Assistant Project Manager. This means, at intervals, if project manager was busy or had commanded, I was the direct person responsible in ensuring messages past systematically to all other members below in the hierarchy and ensure that all task delegated got completed within the time frame. It became pretty arduous when our group completely blacked out when it came to deciding what product or service to provide. Thus, together with the project manager, I had to vision out what would be best to sell where the item must posses a versatile characteristic catering for men, ladies of all ages as well as appropriate for the entire APU population that come from various ethnicity, religion and diversity.

This process, made me, to visualise and go into a deep imagination till an idea flashed through my mind. This is when I got the idea of selling accessories specially for ladies of all ages as it would be best during Diwali festive season. The accessories were such that both woman could buy for personal use and men could buy as a gift. Fortunate enough that I had sufficient contacts and good relationship with certain accessory suppliers whom could give me as much accessorise I wanted on a good consignment agreement, with 0-capital cost where I need to purchase the items I take from them but pay them the cost based on the quantity sold of which the remaining could be retuned back without any cost incurred.

Thus, having this idea and confirmation wasn't sufficient for fulfilling my duty as I was very particular when it came to advertisements and booth decoration. Thus, to match with the efforts I took, I ensured that the entire campus got coloured with printed DIWALI SALE advertisements to increase awareness. On that day, I ensured I brought all decoration items mandatory to create the Diwali atmosphere of sales, so as to attract people to benefit us with sales. That does not create end to my job as I had to keep track of inventory control as well as verbally promote and explain to customers about a very new product that I had brought for selling, that was, Reflexology Rings.

I was also in charge of the entire financing and budgeting control, not initially, but towards the end, thus, I had to prepare income statements and analyse them carefully not forgetting to collect receipts of any cost incurred by members and alert return them their claims and also giving them the appropriation of net profit.

EXPERIENCE GAINED FROM ENTREPRENEUR'S ASPECT

Thus, throughout this project, I have gained beyond experience that is the taste of the real world as well as the true lifestyle of an entrepreneur where he doesn't need to only look at things through one perspective but with many. This made my mind think out of the box with prioritising continuous innovation in advertisements, whataspp promotions and how to deliver a complete new image of Diwali in an environment mostly populated with Muslims. This was when I learned how to take risks believing that risk gives reward, and true that, today I am enjoying the fruits of my hardwork and risk taking decisions.

CONCLUSION:

SKILLS LEARNED

I have managed to learn several skills.

First, problem solving skills. Moving into this entrepreneurship paradigm, I knew that problems were definitely arise, as without problems, there would be no improvements or room for manuvering situations and decisions. Throughout this project I faced several problems in terms of thinking which product or service to produce where without deciding, the entrpreneurship project wouldn't have been possible, which accessories to choose from supplier, how to collect, deliver and return suppliers goods and how to ensure that inventory got recorded accurately without any going missing. The only way was to face the problem and think of an alternative way by finding solutions. Taking it calmly, I managed to get new ideas, printed inventory control sheets to ensure accurate sales and inventory control record as well as arranged my transport through good agreements- thus solving all my problems.

Second, decision making skill. Without decisions, as an entrepreneur, progress gets halted. Usually I travel by LRT, however, I was incharge of bringing the accessories to APU, of which, bringing all the goods alone through LRT would be very difficult. Thus, the only choice left was to take a Grab Car to APU. Thus, I had to make a firm decision and follow the decision accepting whatever outcome. Similar with dropping prices of accessories during low demand-where I had to take the decision to adjust the prices to promotional prices to generate sales. These were decisions made without calculated risks, and still allowed progression.

Third, opportunity seeking skill. I learnt that to earn something, I had to chase after opportunity. Because I wanted to know how entrepreneur's world looks like, I took this opportunity of setting up a booth at APU, seriously. Similar, because I wanted good sales and increased customer awareness, I took the opportunity to spread colours in APU by pasting colourful DIWALI SALE advertisements all around. Because I used the opportunity rightly, I enjoy my success today.

HOW TO IMPROVE

There are various ways to improve these skills. To improve means to make it as a habit. So, it is important to put first things first- whereby prioritising between urgent and important. This is so that critical problems arise for solution faster than least vital problems. This means, I have to stay more alert and have an innovative mind so as to produce better solutions.

To be proactive is to do things without being told. This can improve how I make my decisions. Waiting for the leader to tell me what to do may result in slower decision making towards certain situation that arise unexpectedly. Thus, performing more than my capacity allow me to make newer decisions that improve my overall decision making power.

Begin with the end in mind is a way to improve opportunity seeking. To ensure you tap the right opportunity and excel through it, it is important to know what you want in the first place. That begins with visualising and vision development in your mind. Thus, I need to be more focused into what exactly I want so as to allow the perfect opportunity to connect with me.

ACKNOWLEDGEMENT

I would sincerely like to extend my gratitude towards the maker of this degree course entrepreneurship module that allowed students to experience the theoretical world and then making them see the real world through the eyes of basic entrepreneurship project. Guiding us and accepting all our requests, my sincere appreciation to Ms. Noraini Binti Ahmad. Thanking my parents whom listened to my good and bad situations, not failing to give me strength and hope into what I have to do and what I did overall, is the least I can do, for without them, this project would have been close to impossible. Lastly, my beloved friends and members whom never got demotivated to assist me in executing my plan and efforts, a genuine thanks and felicitation goes to them.

AZREEN NOOR AZLI TP042407

Abstract

This report provides the overall information and knowledge that I've gained throughout the entrepreneurship planning and events such as by gaining experience about understanding the importance of people's needs and wants in a community. This enable us to conduct our planning strategically as an entrepreneur and being openness towards others. I was assigned to be the assistant treasurer in my team which is to help monitoring the flow of money among our group budget as well as to supervise the activities conducted during the entrepreneurship day. Also, I learned skills which include of being systematic when planning and being drive and persistence throughout this module in order to improve myself to be a better entrepreneur. Throughout this module, I appreciated my lecturer and my fellow group member who had guided me to do my tasks and to improvise my skills.

Roles and Responsibilities

Throughout this entrepreneurship event planning, I was assigned to be the assistant treasurer. I was incharged to monitor the cash received in our group during and after the event and helped my friend, Chia Yee who was the treasurer in our group. I was supposed to help her amend the entrepreneurship project budget that she had created which was the list of the items to be sold at our booth, as well as the costs of our capitals.

Not to say that I was responsible to plan the games that are appropriate to be set at our booths along with my other group members. My group members and I preferred more to create simple games that would not effect a lot on our expenses and use most of the recycled items instead such as by using the ping pong balls, paper cups and cardboards. I was also required to bring some of the items from home for the games that was delegated for each of us group members. And during the event, I had to supervise the overall activities that was operated from the morning until the end of the event to make sure the sales are going well and to help out if any of my group members are in any problem.

Experience gained from entrepreneur's aspect

The experience that I gained from entrepreneur's aspect is by understanding the need of community and peer groups. As my group members and I figuring out on what to provide in our booth for the entrepreneurship day, I learned that different people have different and also the common interest among us. Some of us have different views and purposes. We also had to understand our customer's needs and wants in our college as most of them will be students and lecturers. The openness among us will definitely allow us to make strategic decisions on what could be potentially attract our customers during the day of the event. The openness and the accessibility among entrepreneurs what made them who they are now.

Conclusion

All the way through the end of the entrepreneurship day, I learned to be very systematic when it comes to planning a project or an activity that includes the money flows as it is very crucial especially when planning a budget that requires the capital and expenses to receive revenues or sales at the end of the event. For example, by creating a budget list is one of the strategic way to monitor the flow of the money among our group members such as by listing out the cost of items that are needed to be sold as well as to list the estimated profit, selling price and sales so that we are able to make decisions for the marketing, operational and financial plans. This is so that as a group, we will achieve the same goals throughout our progress.

The next skill that I learned is to be drive and persistence. I had to be constantly self-motivated and energetic in order to be more productive to carry out my duties during the progression of the event. I had to prepare to work hard from the beginning of this module towards the end. To become an entrepreneur, the concept of being persistence is important as we are bound to make mistakes. When we do, we must improve ourselves constantly and not backup right away as we will lose our opportunity to learn from our mistakes.

I would like to express my gratitude to my Entrepreneurship Project lecturer, Ms. Noraini Binti Ahmad who had guided us a lot from the beginning of the module until now especially by give us a clearer view on the components needed to be able to manage our project which one of them is to make a proposal regarding our overall planning of our booth idea. Next, I also appreciate to mostly my group members especially Hari and Nihar who always helped me whenever I needed help or in doubt as I handle my duty and they constantly kept us all team members in track throughout the module too by pointing out to us what's important and what's not.

TAN ENG MING TP045299

Abstract

This module-EPP is related to the previous module-FEP and I gained a lot of knowledge that cannot learned at the class. In fact, it is not easy to implement the skill that I learnt at class to the event. I still have a lot of things to learn if I want to become an entrepreneur in future. My course mate helped me a lot in this event and I appreciate their kindness.

Role and Responsibilities

My role in this event is head of the operating department and member of the marketing department. I have two members in operating department which are Kiew Li Xin and Harisai while I am under Ooi Zheng Yi in marketing department. Before the event, we had discussed several suggestions to make our booth going smooth and make sure the flow of the people was crowded. For operating department, we make sure the decoration on that day was attractive and the method needed to decorate our booth.

Out theme was related to the Deepawali day so our booth and the flyer was decorated by Deepawali element. For marketing department, we decided to promote our booth by social media such as Facebook, Instagram, WhatsApp and so on and distribute flyer among our university. Besides that, we encouraged our member to promote our booth to their friends and asked their friends to support our booth.

We had also done an online survey among university students. Our booth-Shone company was selling ladies accessories, henna, games and reflexology ring. At that day, I was responsible in set up booth and person in charge in ladies' accessories. We worked hard and were of one mind to maximize our sales and prevent loss.

AN ENTREPRENEURSHIP HANDS-ON EXCURSION: BUSINESS PRACTICUM

Experience Gained from Entrepreneur's Aspect

First and foremost, I must listen to other opinions. Before this event, I didn't know that there was a zero-capital concept in our market that can minimize our risk. It was important for me because if I want to become an entrepreneur, capital and risk will be my consideration and zero capital concept will minimize my capital and risk as well. Secondly, the importance of the festive. We decided to sell Indian ladies accessories because Deepawali day was around the corner. The festive season helped us to attract customers because many Indian girls would like to buy a new accessory for the Deepawali day. Thirdly, the importance of the craft. The materials that henna need is very cheap and it can be used for many times. One stick of henna pigment's cost is below RM2 and We sell one henna for RM3-RM8. We had already started to gain profit after we sell one henna. Henna help us a lot to cover our expenses and make me realizes that craft will be valuable in future.

Conclusion:

Skills I learned?

Networking is an important skill that I learnt in this event. Networking is a priceless skill that will opens windows of opportunity. Having a strong network of friends and supporters provides for a more stable foundation for me and my future. Before this event, I didn't realize our team members had their personal skill in doing business such as draw henna, found the suppliers that agreed with the zerocapital concept, had idea in interesting game and so on. I will build a strong relationship with them because I might need their help in future.

After I finished my study at Asia Pacific University, I need to work at a company that will be a lot of employees and I need to cooperate with them. We have more than one personalities to complete the task given. It is a tough work for me because I need to distribute my time to make my task work well and **I work at different team environment**. Each leader has their own characterises and I must obey to make sure my task done on time. I believe this will be a good experience for me because I might have different project on my hand at the same time when I work in future.

We must **obey** to our leader. We will have our opinions when we have a discussion. Leader is the one who will analyse our opinion and decide the final decision. Although some of

us might not comfortable with the decision, in order to make event efficiency, we must cooperate with each other. Leader should be wise when making decision to lead the team move forward. I believe our leader work well in this event and I had seen a lot of things that I needed to learn from her.

Acknowledgement

I would like to thank to my team members for giving such unforgettable memories and experiences in this event. I believed Schone company will not occurs if anyone of us absence. Next, I would have pleasure to thank to my lecturer, Ms Noraini Binti Ahmad for guiding us before and on the event. It was fun to set up a booth at the foyer and I was exciting when customers came to our booth and have a look. Lastly, I would like to thank to APU administration for arranging such interesting module in year 1. I get to know my course mate well and we become close than before. The place that given to us was nice and all the facilities were well prepared. Without Ms Noraini Binti Ahmad and APU administration, I wouldn't have a chance to organise such this event in APU university.

OOI ZHENG YI TP045579

Abstract

This entrepreneurship project indicates that the role and responsibilities that I must performed during the project. I have learnt some experience gained from the project. The project also allows me to discover new skills. There are minor adjustment or improvement that need to carry out to improve efficiency of the project.

Role and responsibilities

As a member of the entrepreneurship project, I am responsible to contribute and help my entire team to achieve the goals. To achieve our goals, me and my team had to attain meeting and each of the member are responsibility to contribute decision making and problem solving to ensure everything run correctly. Our team leader divided us into different aspects of roles and allocate the job we needed to be done in this project. We had to perform and take responsibilities into our own role. In this entrepreneurship project, I played the role as a Marketing executive and is responsible to manage the tasks that are assigned to me.

Experience gained from entrepreneur project

Since the entrepreneurship project is mostly about selling and buying which had to interact with customer. It is important to put our customer at the first place and take them seriously. Our responsibility is to make the customer feel important which I have learnt how to deal with customer properly. Our customers are Asia Pacific University students and lecturers and 90 percent are female. It is obvious that the outstanding services is the key factor to attract customer. Moreover, we are selling Indian jewelry accessories and provided Henna drawing which the main market target are female customers. I find the joy to approach to customers and try to sell our accessories.

Conclusion

Skills that I learned

The skill that I learned through this module is convincing skill. Our sales team are responsible to convince the customer about the product on hand. To persuade customer to buy our product, we had to give appropriate descriptions of the product that we offer.

For example, we need to persuade our customer to buy our product. The way to persuade is to provide clear information which is the right price of the product and to be hungry that you want to transfer the product information to your customer. Some of the customer walked away after they take a look and look around on the jewelry accessories we sell. This is when we need to be prepared to hold the customer and persuade them to buy our product.

The second skill that I learned through this project is interpersonal skill. Interpersonal skills are the skill that use to interact with people correctly. This skill also includes other aspect of communication such as decision making and problem solving. In this entrepreneurship project, my team member and I must adopt this skill to carry out our work efficiently. Without good interpersonal skills, our team cannot develop decision which can lead to difficulty in working as a team. From this project, we can clearly see our group leader which have strong set of interpersonal skills that he motivated us and unite us together to perform well in this project.

How can it be improved?

Even though our entrepreneurship project has been successfully done, there is some aspect that need to be improve. For example, it might be hard for me to speak in front of the people that I don't know which are the customers. This is probably because of the anxiety and concern when come to public speaking. From my point of view, this can be improved by practicing. The way I can improve is to seek opportunities to speak to others. The problem can be overcome especially put myself into toastmaster club and get plenty of practice during toastmaster sessions.

Other than that, I think we should promote our advertising weeks earlier before the event. The poster should put up early around the campus and try to spread the information to customers as many as possible. The earlier we put up the poster, more people will know the products that we are going to sell which can greatly increase the awareness.

Acknowledgement

I would like to thank our lecturer, Ms Noraini Binti Ahmad giving us the opportunities to complete the entrepreneurship project and for her guidance for this project. I had the opportunity to work with my classmate as a team and learned a lot of things from this project. Besides that, thank to our lecturer again allowed us to set up our boot and run a small business inside the campus. This is a great experience that we can understand how to start and run a business. Secondly, I would like to thank to our group members for their cooperation for this entrepreneurship project especially to Harisai which he provides support to the entire group members.

KIEW LI XIN TP041216

Abstract

This event makes me gained many experiences that can be use in my future. Entrepreneurship skills is the main skill in this event that I have learnt. Through my role and responsibilities, I had been gained the specific experience about entrepreneur's aspect. Moreover, I had been learned some skills in this activity and how it can be use in future. Now I am more understand on what is entrepreneurship and had been built a good relationship with my teammates.

Role and Responsibilities

I am the person who in charge of marketing department in this entrepreneurship project. In the marketing part, I have doing some questionnaire for create an online survey to investigate the suitable products that can have the best selling in APU as well as decide the place where can sell our stuff. Lastly, we decide our booth in the foyer and products through the survey with fifty person which are lady's accessories, Henna and game booth. Apart from that, I have done some advertisement around the university and promote our booth through social media such as post the flyer on Facebook, Instagram and WeChat.

Otherwise, I also introduce our products and event to my friends and lecturer to support us. In the event day, I have promoted our booth with the flyer around the university to attract people go there support us. Furthermore, I also promote the products and game to persuade them purchases. Although some customers will reject me but I will not be discouraged and promote to others continuously. As our products is more related to Indian friend so that I promote my Indian friend to buy with the purpose of push up our sales.

At the same time, I also be the person who in charge of game booth with my teammates, Kelly, Pei Zhi and Chia Yee. We have go to university early to prepared the stuff. For example, design the board and stick the cup on board for ping pong ball game as well as design the most difficult game, angry bird game. We need to think the shape and how it can be work. All of us have put our efforts to run this activity successfully. We have promoted our game to lecturer and students who want to release their stress about academic and work.

Experience gained from entrepreneur's aspect

AN ENTREPRENEURSHIP HANDS-ON EXCURSION: BUSINESS PRACTICUM

Entrepreneur is the person who organizes and operate business. They do anything for their business with their own capital, it may the risk of loss. I do not believe at the beginning until we started to prepare the activity. All of us have suggest and discuss the products that we can sell every time until the last day. Due to the reason that we cannot selling food that can bring more profits to us and finally we use online survey to decide our products. We were facing every difficult to run our business successfully. This situation will let me never forget in my life because through this activity as an entrepreneur let me know how it difficult to facing unknown challenge in every single second. This was a good experience for me to face the future problem and teach me must be patient to everything.

Conclusion:

Skills learnt

One of the skill I have learnt in this activity is teamwork. Teamwork let us unite to prepare and facing anything such as discuss products, decide time and place and bought stuffs. Because of teamwork we can do accordingly and run our business. Without teamwork, we cannot have the success business and will not earn the profits. Through teamwork we do the task quickly, for example, our group separate in some small group to make the game booth, trade with supplier, buy some snacks and do survey.

All of this were showing how we done the process by using teamwork.

Another skill that I learnt is communication skill. This skill also let me improve my confidence to face people. Before that, I was a person who introvert and cannot communicate with people smoothly due to the reason that I was not confident. Communication as a good skill for my course because it can train my eloquence to talk to people. Through communication skill, I had more easily and confidence to promote our booth to people.

How it improved

I think we must have more time management because there are many people were not arriving on time in the event day. Because of this we cannot prepared our stuff and start selling on time as well as cannot attract more people to buy. Another can be improved is confirm our booth and dealing with another people who held event in that day. We have change our booth in that day due to the reason that using others place but our lecturer has help us to solve the problem quickly. Hope that we will have problem solving skill to solve the problem in future event.

Acknowledgment

I would like to thank my lecturer, Ms Noraini give us this opportunity and help us as well as giving the advice to us run the activity. For example, our lecturer gives us the advice of how to find another product instead of food. Furthermore, I also appreciate I have a group of teammates who always give support to everyone. Without them I will not confidence and put my effort in this activity. As a conclude, luckily do the job together with you all.

NG PEI ZHI TP045288

Abstract

Entrepreneurship project is a platform that give me a chance to experience as an entrepreneur. I understand the responsibilities as a secretary through entrepreneurship project. Additionally, doing a small business with my friends is such a good experience in my university life. Besides that, I also learnt some of the skills like communication skills and the important of teamwork via this entrepreneurship project. However, there is still something to be improved to make our booth become better. In the nutshell, I think that entrepreneurship project this module is really useful and important for an accounting student.

Role and Responsibilities

I am the secretary for my group in the entrepreneurship project module. Being a secretary, I have the responsible to record the meeting minutes of every meeting. I need to note down the important points and highlight the things to be done before next meeting in the meeting minutes to remind other group members. After done the meeting minutes, I have the leader, Nihar to check for it, made sure that there are no mistakes in the meeting minutes. Then, I will send the meeting minutes to every member in my group and I also need to ensure that everyone had received the meeting minutes so that they can done the tasks that had been delegated in the meeting. Additionally, I will send a reminder to my group members before one day of the meeting.

Besides that, I am also in charge of game booth on the entrepreneurship day. Four of us, Kiew Li Xin, Kelly Sim Yi San, Wong Chia Yee and I were in charge for the game booth. We decided to give the snacks as a prize when the customers won for the game. This is because snacks incurred a low cost on the business so that we can earn a higher profit. We also worked together to make sure that our game booth run smoothly. The price we charged is RM3 for 2 games. When there was customer came, we tried to introduce them the games. For instance, we will explain the rules and regulation to the customers. When the customers won the games, we will distribute the prizes to them. Furthermore, we need to record the sales for the game booth to ensure that the money we received is tally with the sales.

AN ENTREPRENEURSHIP HANDS-ON EXCURSION: BUSINESS PRACTICUM

Experience gained from entrepreneur's aspect

This is the first time for me to do a small business inside the campus with my friends. I gained a good experience through this small event. For instance, I gained the entrepreneurship and business skills as well as the innovation to be an entrepreneur.

To start a business, I must make sure that I have enough capital and to have a good relationship with supplier to get a nice price on the materials. Therefore, we can lower our costs to get a higher profit. Another way to lower costs is purchasing the materials in bulk. For example, we sold the lady accessories based on zero capital concept. This means that we just need to pay the costs on how much of lady accessories we sold. For other costs like henna and game booth, we tried to lower the costs as low as possible. When we are having the low costs on all the items, we can charge the lower price to customers. By charging a lower price, we can attract a lot of customers to come to our booth.

Besides, I also know how to deal with our customers. The important asset of a business is customer. Therefore, we must treat our customers nicely. I am being training my patience to deal with customers. For example, I will explain the rules and regulations of the games to the customers when they were approaching our booth. However, some of them didn't understand and I have to explain and explain again even demo for them as well. I am trying not to offend the customers. Offering the nice customer services can increase the brand image of the business.

In the nutshell, above are the entrepreneur and business skills that I have learnt from the entrepreneurship project. I understand that it is important and useful for me in the future.

Conclusion:

Skills that I have learnt

The skills that I have learnt from this project are communication skills and teamwork. In this module, I need to communicate with every member in my group. For example, I need to make sure that they understand the meeting minutes that I have done, and they received the message that I wanted to convey. Besides, on the entrepreneurship day, I need to deal with the customers. When there is customer approached to the game booth, I need to explain the rules and regulations of the games and ensure that they understand what I were talking about. If customers didn't understand about the games, I need to use another way to explain them, such as demo one time for them to know how to play the games. Conveying a clearly message to a third party is very important, the message would not reach the party when communication breakdown.

Furthermore, teamwork is very important for a group project. Everything will not be able to run smoothly without teamwork. For example, each of us will give the ideas on what were we going to sell on the entrepreneurship day. Finally, we voted on the ideas and done a survey based on APU students preference to make a fair decision and the items finalise without any disagreement. I found that teamwork is important for a group project. Without teamwork, we are unable to work effectively in this module. On the actual day, every member gives fully cooperation, we automatically will replace other workplace when they are not around. Therefore, our stall is going smoothly and without any argument. In addition, we also decorate our stall together to attract more customers to our stall and we are the most creative stall on that day.

How to improve?

This is the first time for most of us to do some event. Therefore, there is something to improve. Improvement is a good way to improve the quality of the business. We did the advertising of our booth few days before the entrepreneurship day. In fact, we should advertise our booth before one week of the entrepreneurship day to let more people know about our booth. By this way, we are able to increase our sales. Furthermore, I think that our preparation should be done earlier and follow the time frame that we set. This can make sure that everything is going smoothly.

Acknowledgement

Firstly, I would like to express my special thanks of gratitude to my entrepreneurship project lecturer, Miss Noraini who give me the golden opportunity to do this entrepreneurship project. She had provided us the advice and recommendations to help us throughout the project. I really feel thankful to her as I know about the new things and gained a lot of experience through this project.

Secondly, I would also like to thank to my group members who are giving the fully cooperation throughout the whole entrepreneurship project. We were handling the conflicts together and make the project towards a success way together. It is an unforgettable memory for me in the university life.

Lastly, I would like to say thank you to my beloved parents who had given me the fully support when I was doing the preparation of the entrepreneurship project. They were not only support me on the financial aid but also on the spiritual support.

KELLY SIM YI SAN TP045052

Abstract

This entrepreneurship project has brought so much benefits to me. As an assistant secretary, I have taken my full responsibility to do my work such as doing the meeting minutes. Besides, I gained so much experiences through this project such as having good customer service. There are two main skills that I have learned through this project which are management skill and teamwork skill. However, there are still a lot of improvements which need to be done so as to improve the quality of our business. This entrepreneurship project is useful and it nourishes my potentials in various way.

Role and Responsibilities

My role during the entire entrepreneurship project was an assistant secretary and worked in the game booth. Being an assistant secretary, I had attended all the meetings held and ensured that the meetings were effectively organised and recorded. Besides, I had maintained an effective records and administration with the other secretary. For instance, we had noted down all the important points during the meetings as well as highlighted the things which were needed to be done in the entire project. Next, we sent the meeting minutes to our group leader to check so as make sure that there are no mistakes in the meeting minutes. This is very important as a detailed meeting minutes map out a plan for the action items. I managed my time well in order to finish the meeting minutes on time and sent it to everyone. Moreover, the other secretary and I had taken our responsibilities to remind all the group members for the next meeting as well.

Moreover, my role and responsibility on the day of sales is working in the game booth. There were 3 other members, Ng Pei Zhi, Wong Chia Yee and Kiew Li Xin were in charge of the game booth with me. Four of us worked together cooperatively to ensure that our game booth is going smoothly. I had taken my full responsibility when I was working in the game booth on that day. For instance, I tried my best to interact with people around the campus and telling them about our game booth, seeing if they had any interest in playing. We have charged RM3 for 2 games and promised to give some snacks as a little gift for them even though they didn't score in our game booth. Besides, I have recorded the sales for the game booth and collected the money as well. By doing so, we get to monitor our sales well.

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Experience Gained from Entrepreneur's Aspect

Through this entrepreneurship project, I learnt about having good customer service is important as it can enhance the brand image of a business. Customers are considered as the most important assets of a business. Therefore, being friendly and polite, and putting the customers first is vital in creating loyal customers. Contrarily, having a poor customer service may lose customers, which will have a negative impact on our business. Hence, I had been trying to improve the quality of service in order to offer the best service to the customers. For instance, I apologized to the customers when I had made mistakes and tried to prevent it from happening again.

Since we were selling all the accessories related to the traditional of Indians, most of our target customers are Indians. Besides, we have provided the Henna drawing as well. From this entrepreneurship project, I get to know more about the Indian culture. This is very important as each cultural group has unique strengths and perspectives that the larger community can benefit from. Understanding of other cultures will help us to overcome and prevent racial and ethnic divisions as well.

Conclusion:

Skills I learned?

Management skill is one of the skills that I have learned the most through this project. I think having good time management is very important and everyone should always manage it wisely. For instance, our group had utilized our time by having the meetings during the time interval between the classes. As an assistant secretary, I had taken my full responsibility to complete the minutes of meeting right after the meeting and thus sending it to my group members. I would make sure that every one of them read the minutes of meeting and take note for their responsibilities. Therefore, I would like to thank all of my groupmates for giving cooperation and putting so much efforts in this project.

Furthermore, another skill that I have learned through this entrepreneurship project is teamwork skill. Teamwork skill is essential in helping my future career as I can always work with my teammates as an effective team. Besides. Teamwork is always the key to success. Through this project, I have learnt about the importance of unity as well. Without my group members and their cooperation, our booth will not run successfully. From this project, I learnt how to work together with my groupmates cohesively towards a common goal, which is to gain as much profit as possible.

How can it be improved?

Even though we had run our booth successfully, there are still a lot of improvement which need to be done. One of the improvements is that we should stick the posters one week before the event. This is because we found that it is quite rushing to stick it three days before the event. Besides, we will be able to let more people know about our booth by advertising it one week before as some of them were not aware of the event.

Moreover, I should improve my communication skill as well. This is very important as communication is always the heart of every organisation. There are people with different backgrounds as well as experiences in my group. Initially, I really found it challenging to work with my group members. This is because there are conflicts due to differences in opinion. Hence, I should manage to improve my communication skill as I will need to communicate well during my interview if I am to sell myself and get the job I want in the future.

In a nutshell, the entrepreneurship project has been successfully done on 11th of October. We have learnt so much through this entrepreneurship project. Although we made some mistakes during the entrepreneurship project, but all these failures, mistakes and shortcomings have made us uniquely who we are and taught us powerful lessons. From these mistakes, we are taught to take our responsibilities. There were a lot of challenges for me or even for many of us in this entrepreneurship project. Despite this, I still enjoyed working together with all my group members. Our aim is making as much profit as possible. Although we are not gaining so much profit in this project, I still appreciate the time and efforts that everyone had put in.

Acknowledgement

I would like to express my special thanks of gratitude to my lecturer, Ms Noraini Binti Ahmad for giving me the golden opportunity to do this great entrepreneurship project which also helped me in doing a lot of research and planning. I came to know about so many new things and gained so much experiences through this entrepreneurship project. I swear it would be a good experience for all of us as to run this small business in the campus. Besides, I would like to thank all my group members for their cooperation as well as putting so much efforts in this project. They helped me a lot in finalizing this project within the limited time frame as well. For instance, they talked to the suppliers, prepared all the decorations of the booth and so on. Next, I would also like to thank my parents who have helped me a lot with their valuable suggestions and guidance. Last but not least, I would like to thank my peers, classmates and siblings who helped me in completing this project.

WONG CHIA YEE TP044035

Abstract

This Entrepreneurship Project make my gain experience for me to doing the real business. In this course I have learn new skills and apply the skill that I learn in my future career. I have face a lot of obstacles when prepare and conduct this activity. I had the opportunity to show my talent and improve myself from various aspect.

Role and Responsibilities

My roles in this project is as a Treasure and Decoration Department Leader. For Treasure, I had list out the budget of each section of our booth organization. For example, we predict doing ladies accessories part based on zero capital, a little capital for organization game booth and Henna. Besides that, I have to think creativity to come up with an idea on services and product for the event and talk over to group member to accept my idea of course based on our main ideology zero capital and small capital to reach our estimated profit. For in charge of Decoration Department I need to collect suggest to design and set up to doing game booth props.

Experience gained from entrepreneur's aspect

I have learnt to go through challenges such as learnt independent solve the issue if necessary and take care of my friend to make sure we all are work in time and same channel. In additional, I have learnt how to do the entrepreneurship may help me more understood for my entrepreneur in future. For instance, I explored innovation and creativity and used in the business to attract customers. Besides that, I have to work hard to solve the problem this may make me learnt how to face resolve it what I have meet in future entrepreneur process. Lastly, I learnt how to manage an event. For example, I had manage the game. This will help me in the future. For example, manager ask me to manage an event, so I know that what is the procedure and the progress of the events such as time manage, team manage and also leadership.

Conclusion:

Skill have learnt:

Communication & Promote Skills

One of the skills that I have learnt is Communication Skills. In this project I have learnt voice out my opinion and the way talk to other people. For example, when leader are asking who has that idea, I will voicing out my suggestion and opinion to give members vote which is the best idea like our game booth “Angry Bird” using the rubber band and recycle paper to create an interest game. The sales is profitable and the game is more creative and more fun to satisfy customer. Besides that, the skills is Promote skills. For example, I go around the campus to face to face communicate to promote our boost product and service and using poster to advertising our booth.

Time Management

Besides that, I have learnt Time Management. In this project I was in charge of deco the game booth. I manage my time to do the project tools and my coursework balance, and make sure all the things is run smoothly without mistakes. I feel that this is important to my future entrepreneurship, a good punctual and time manage can give a good image to other people and feel that my business is good.

Decision Making Skills

In addition, I have learnt decision making skills. For example, I have to make my own decision to design the game props choosing the suitable and best design to make it into finish product in Deco.

How to be improved

First of all I have to practice more on my public speaking skill and my self-confident. This is essential for all entrepreneur or manager, a good public speaking skills and self-confident can more easily to lead and motivate employee and also can express the potential of business or company. For example, I have to satisfying the information of product and services to persuade consumer to buy the product.

Therefore, I have to more active in discussion in class or public event.

Secondly, I have to think more creativity and innovation. Innovation skill is essential for all the entrepreneur because they observation the potential market and take a risk to invest the new market. The more risk taken, the more profit business earn. For example, I want to create my own business which selling the DIY goods by myself, I have to do more different design to choosing the best idea, budget the cost with a low cost. Thus, I have to think flexible thinking and imagination.

Acknowledgement

I would like to acknowledge my entrepreneur lecturer Miss. Noraini for giving us a chance to do entrepreneurship and experience it and guiding our groups project by giving advice and suggestion. She bring our clear mission and mare sure we are on the right track all the time, and help us to solve any issue. Besides that, I also need to thanks about my semester 1 fundamental entrepreneurship lecturer miss. Lim teach us the entrepreneurship skills and strategies that I can use in this project.

Lastly, I need to thanks my lovely groups members who tolerance and giving as much as support when facing problem. This giving me a good journey to learn how to understand each other when facing conflicts and solving the conflict with collect suggestion to make our succeed in this project.

PAN LU TP042538

Abstract

This project let me know and understand the entrepreneur through the real practice process. In the process of solving the problem, I learned a lot of knowledge, accumulated experience. And will help me improve myself in the future work.

Role and responsibilities

My role in this project is as advertising person in charge , sales for ladies' jewelry. In both of these roles, I will assume my responsibility. First, use advertising to attract customers. I will discuss with my team what means should be used to promote and in what way to attract customers. Second, provide quality service experience for customers. So when customers buy things, the customer's needs as the top priority.

Experience gained from entrepreneur's aspect

Have the courage to challenge what you have not done. In this role in the distribution, I have not tried the role, so I learned a lot of new knowledge, and pioneered the vision. At the same time, I learned that in an enterprise, teamwork is very important, every link is close, inseparable. For example, I am responsible for advertising, but I need to know what kind of product we sell this time, and what services to provide, so I need to go to the procurement department of the exchange. And I need to know the budget cost of advertising, so I need to go to the Ministry of Finance and students to communicate.

Conclusion:

Skills learnt

Teamwork skill

In this project, the first skill I learned was teamwork. It makes me realize that the importance of teamwork in an enterprise. It can help you solve problems faster and more effectively, and help you ensure quality work. For example, when I am first time to do the advertising, I personally first designed an advertising, but I am not very satisfied. At this time, I asked my teammates for advice, and they made their comments to me. Finally, I integrated the opinions of everyone and screened them to complete my work and ensure the quality of my work.

Marketing skill

I learned second skill is marketing skill. Marketing are activities associated with buying and selling a product or service, it includes advertising, selling and delivering products to people. In the activities, I posted advertising paper and oral propaganda in school as my main tools of advertising the event. Also ,I used social media such as Facebook. At the same time as a marketing staff, first of all, before I sell the product to ensure the quality, and then, to provide services for customers. In the sales, I will be based on the different needs of each customer to provide services. Smile to communicate and provide the appropriate discount to the customer.

How to improve

Improve the ability to innovate. In the design of advertising, because it is the first contact, so a lot of things are trying and learn from others to do advertising design. The next time ,when I do the same thing, I should go to innovation, and learn to integrate into own ideas in the design.

On the other hand, I should practice my spoken English. This skill will be important both in life and in later work.

Acknowledgement

First of all, I would like to thank the school and Miss Noraini gave me this opportunity to understand the business process of a entrepreneurship. Thank Miss Noraini ,when I have difficulties, give me help. When I am confused, careful solution, troubleshooting.

Secondly, I would like to thank my teammates. Is our work together with each other, have today's achievement. Is your selfless dedication in the time I need help, let me learn more knowledge.

Finally, thanks to the EPP course, let me have a chance to learn more about my teammates, my classmates. And let me enjoy the joy of practice.

TASK DISTRIBUTION

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Task	Person in charge	TP number
Report Integration	Tan Eng Ming	TP045299
	Harisai Doshi	TP045330
Executive summary	Harisai Doshi	TP045330
Business organization	Ooi Zheng Yi	TP045579
	Harisai Doshi	TP045330
2.1 Product	Kiew Li Xin	TP041216
2.2 Target market	Kiew Li Xin	TP041216
2.3 Market size	Tan Eng Ming	TP045299
2.4 Competition	Wong Chia Yee	TP044035
2.5 Sales	Pan Lu	TP042538
2.6 Place	Wong Chia Yee	TP044035
2.7 Promotion & advertisement	Pan Lu	TP042538
3.1 Operating schedule	Noorun Nihar	TP041285
3.2 Raw material purchased	Azreen Nor Azli	
3.3 Operating overheads	Azreen Nor Azli	
4.1 Project cost	Harisai Doshi	TP045330
4.2 Source of finance	Ooi Zheng Yi	TP045579
	Harisai Doshi	TP045330
4.3 Members company&L	Harisai Doshi	TP045330
4.4 Overall financial performance	Harisai Doshi	TP045330
	Ooi Zheng Yi	TP045579
5.1 Experiences gained	Ng Pei Zhi	TP045288
	Kelly Sim Yi San	TP045052
5.2 Overall report conclusion	Noorun Nihar	TP041285
5.3 Recommendations and suggestions	Ng Pei Zhi	TP045288
	Kelly Sim Yi San	TP045052
6.1 Minutes and meeting	Ng Pei Zhi	TP045288
	Kelly Sim Yi San	TP045052
6.2 Receipts	Ng Pei Zhi	TP045288
	Kelly Sim Yi San	TP045052
	Noorun Nihar	TP041285

BUSINESS PROPOSAL

ASIA PACIFIC UNIVERSITY OF TECHNOLOGY AND INNOVATION

Proposal for Entrepreneurship Project - October 2017 The

Sch:o:ne Project

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Kuala Lumpur

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PROPOSAL FOR SCH:O:NE PROJECT

INTRODUCTION

The members of this group propose to set up one of the most attractive “Accessories and Game” booth at Asia Pacific University, as a method of showcasing their entrepreneurship skills, in regard, for the completion of their Year 1, Semester 2, Entrepreneurship project.

1.0 OBJECTIVE

The central aim of setting up the ‘Accessories and Game’ booth is **to create an environment apart from the norm** where students and staff of APU will be able to experience a showcase of various accessories for sale and get a chance to indulge in unique stress freeing games.

The idea of “*Accessories*” is **to bring in the Deepavali Festive Season atmosphere** where students and staff of APU will be able to see how preparations for Deepavali begin where people in Malaysia and throughout the world start purchasing ornaments to make the festival of lights as colourful as possible.

The concept of bringing in “*Games*” is **to ensure that APU is not just a university for academic orientation** but also a university that gives sufficient exposure to a student through not only computer games or sport games but fun mind-boggling games that make them a wholesome individual.

The “*Overall Aim*” is **to break-even and to make profit** as a reward for the hard work and effort invested for the business.

2.0 OBJECTIVES OF THE ACCESSORIES AND GAME BOOTH

The aim of setting up a stall concept is **to experience how is it like to ‘set up your own business’**. It is a process of realization that besides the theory-based teachings, to get into the shoes of an entrepreneur, requires attributes like risk taking, innovation, diligence and good communication skills- which maybe be different in learning and doing.

It is a group work, thus, the aim is **to learn how to interact and work with people** beyond just being a sole trader- but experiencing partnerships, or limited company's environment.

In terms of *‘Aims towards the university’*, the objective is **to create curiosity and appreciation** amongst the students regarding the innovativeness and diligence taken to independently manage a business with sufficient commitment and intensive efficiency- since the capital is introduced by each and everyone in the business. Thus, there is a sense of belonging.

In terms of *‘Community’*, the aim is **to provide what customers want** and to ensure their satisfaction after purchasing the item or using the service. Also, the objective is to bring customers what is not easily found around that location.

“AIMS for ACCESSORIES”- to create personal satisfaction, introduce new taste and fashion and promote health accessories for a simple yet healthy lifestyle.

“AIMS for GAME BOOTH”- to play something apart from daily games, to replace the gadget game lifestyle, and promote study-leisure balance.

3.0 Scope of Accessories and Game Booth

3.1 Scope of Jewellery

Our targeting customers are mainly Asia Pacific University (A.P.U) students. We are targeting teenagers, especially female students.

As we all know, women love jewellery. They always have and always will. Women are romantic creatures. They like to tell their friend how their boyfriend surprised them with the necklaces or bracelets that they received as a gift. As speaking of love, women like how their boyfriend love them by receiving gifts. As men, it's the time to show your love to them. Give your jewellery with love and you and her story will live in that piece of jewellery.

Besides that, jewellery is a fashion accessory. Jewellery is an accessory that can be used with any outfit and styles. It's suitable for any outfit that you're wearing and it also adds a bonus to your own appearance and look. Other than that, purchase a beautiful necklace for your mom will show her just how much you care for her.

When you like someone, you give them something that she likes, to share of yourself. When you love someone, you give them something that they love. That shows your love so much more. Show her you are the special guy, give her jewellery.

Our booth is selling girl accessories and games at the same time. We assign our staff to ensure the fluency of the event. Our target is all the student in APU will come and have a look. The games are low cost and at the same time it is easy to play.

3.2 Scope of Games

1) Angry bird- Hit and Win

Equipment: 4x4 shelf, cups, gifts, rubber band

How to play: Players need to shoot the space of the shelf; each space of the shelf will have a cup to put gifts. Players will have received the gift if they can shoot on the space.

2) Dart

Equipment: Dart, dart board

How to play: players need to throw the dart to the dart board. Marks will be calculated and players will have received the gifts depend on their marks.

3) Ping Pong Ball

Equipment: ping pong ball, cardboard (with many holes)

How to play: players need to throw the ping pong ball into one of the holes, mark will be calculated and players will have received the gifts depend on the marks.

4) Balloon

Equipment: balloon, paper cups

How to play: players need to blow up the balloon, after that he/she need to put out the air on the balloon to get down the paper cups as much as he/she can.

5) Chop stick

Equipment: chop stick, marbles, plate

How to play: players need to use chop stick to pick up the marbles and put them at the plate.

3.3 Scope of Henna Services

This is provided in our booth to attract ladies who love designs. Foreigners will also be interested to know more about this as it is one of our creative culture.

4.0 Summary

4.1 Project Objective

Our project's main objective is to sell accessories and provide henna services as preparation for Deepavali and to show one of our beautiful culture to foreigners.

4.2 Project Date

We will be opening our booth only on 11 October 2017 which is on Wednesday.

4.3 Project Title

The title for this project is Sch:o:ne.

4.4 Project Venue

The venue for our project will be held in APU's New Iconic Campus foyer.

4.5 Target Group

Our target market is focus on APU student. This is because based on our survey stationery and ladies' accessories both are the highest vote percentages. The product of stationery that we sell is suitable for them and the ladies accessory and henna is focus on different race of APU's female student. We provide ladies accessories for them to make them have a feeling of freshness. However, the game booth is for APU's students have happiness and enjoyable to release their stress in academic.

4.6 Project Activities

On the event day, accessories, henna services and games such as Hit and Win, Darts, Ping Pong Ball, Chopstick and Balloons will be held at the booth.

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4.7 Budget

		ORIGINAL			ESTIMATED			
ITEMS	SUB-ITEMS	QTY ORDER	COST PER UNIT	COST IN TOTAL	EST. QTY TOTAL SOLD	EST. PROFIT / UNIT (RM)	EST. SELLING PRICE/ UNIT (RM)	EST. SALES
			(RM)	(RM)				
A. Purchasing								
2. Ladies Accessories								
	A.2.1 Earrings	20 Pcs	2.00	0.00	10 Pcs	4.00	6.00	40.00
	A.2.2 Anklets	20 Pcs	2.00	0.00	10 Pcs	3.00	5.00	30.00
	A.2.3 Bracelet	20 Pcs	2.00	0.00	10 Pcs	4.00	6.00	40.00
	A.2.4 Necklaces	20 Pcs	5.00	0.00	10 Pcs	7.00	12.00	70.00
					0			
	A.2.5	0 Pcs	0.00	0.00	cs	0.00	0.00	0.00
3. Henna		10 Pcs	1.50	15.00	30 Unit	0.50	2.00	60.00
4. Reflexology		50 Pcs	8.00	0.00	10 Pcs	2.00	10.00	20.00
					15			
5. Game Booth	A) Angry Bird -				Ppl			
	Hit and Win	2 Pack	0.00	0.00		2.00	2.00	30.00
	> Sweet			∞				
	> Recycle Paper	20 pcs	0.00	0.00				
	> Rubber Band	1 pack	0.00	0.00				
	> Chart box	2	0.00	0.00				
	> Paper Cup	16	0.00	0.00				
	B) Dart							

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>	The	equipment	5	pcs	0.00	0.00	15	Ppl	2.00	2.00	30.00	
C) Ping	Pong											
4 Pack	0.00	0.00	15	Ppl	2.00	2.00	30.00					
Ball												
>	Ping	Pong Ball	10	balls	0.00	0.00						
>	Chart	Box	2	pcs	0.00	0.00						
D) Balloon												
>	Balloon	1 Pack	0.00	0.00	15	Ppl	2.00	2.00	30.00			
>	Paper	Cup	20	pcs	0.00	0.00						
E) Chop	stick											
>	Marble	1 pack	0.00	15	Ppl	2.00	2.00	30.00				
>	Chop	stick	2	pcs	0.00							
>	Paper	Cup	4	cup	0.00							
B.	Decoration	1		0 Pcs	0.00	0.00						
**RM	40											
allocated	for	2	0 Pcs	0.00	0.00		all					
3..	0	Pcs	0.00	0.00								
C.												

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				RM45.00				RM410

Miscellaneous

1. Photocopying 20 Pcs 0.10 2.00
2. Printing 20 Pcs 0.15 3.00
3. Transportation - - 0.00 0.00
4. Plastic Bag 1 Pcs 25.00 25.00
5. 0 Pcs 0.00 0.00

5.0 Approval

We seek your approval on the proposal for the Scheme project to be held at APU New campus on 11th October 2017.

Thank You.

PREPARED BY

Noorun Nihar

Project Manager

APPROVED BY

Noraini Ahmad

Management, Operations and Research Center, School
of Management.

NOTES

