



اوپنچ دسیٹی بائی تکنیکو لوگو کی مہارا
UNIVERSITI
TEKNOLOGI
MARA

TEEGA SNACK



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J I M 1 1 0 5 C

PREPARED FOR
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EXECUTIVE SUMMARY

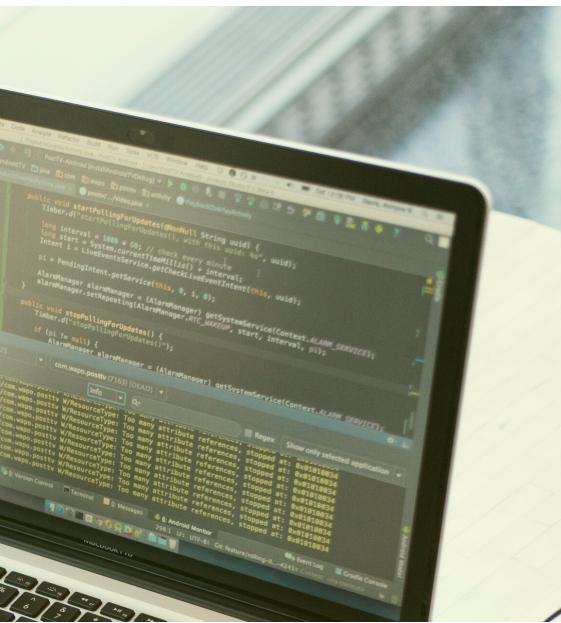
Teega Snack is a local product produced by Muhammad Fuad Roslizan. Teega Snack. operating under Teega food Industries. This company is located at Lot 1 Jalan Pekaka 8/1D PJU 5, Kota Damansara, 47810 Petaling Jaya, Selangor, Malaysia.

Teega Snack offers a wide selection of snacks, including nachos, brownies, the traditional Malaysian "popia simpul" snack, and more. People can fill their tummies with these snacks. Additionally, customers can only purchase a Teega Snack for RM10.

Teega Snacks' snacks must go through a process to ensure that they are secure for their customers to consume. In addition,

Teega Snack is certified as muslim product, it can be seen on every their packaging

Lastly, people are encouraged to join Teega Snack's family as their dropship. They want to opportunity to all Malaysian regardless of race or religion.



MYENT REGISTRATION



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020616402
Nama : MUHAMMAD ARIF FIRDAUS BIN MOHD HAZLY

Program Pengajian : DIPLOMA PENGURUSAN MAKLUMAT
Fakulti : Faculty of Information Management
Kampus : Johor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg diceburi : Makanan
Tempoh Berniaga : Sebulan
No. Pendaftaran Perniagaan :
URL Perniagaan : Instagram , WhatsApp
Alamat Premis Perniagaan : Jalan Universiti Off, KM 12, Jalan Muar, Kemajuan Tanah Jementah Batu Sebelas, 85000 Segamat, Johor
Tarikh Mendaftar : 29 Nov 2022
Tarikh Kemaskini :
Tarikh Cetak : 29 Nov 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM.
Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis.
Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSELOR KEUSAHAWANAN UITM

PROJECT DESCRIPTION



TEEGA SNACK IS A LOCAL PRODUCT BRAND THAT I HAVE DECIDED TO SELL TO THE CUSTOMER. THIS BRAND IS REPRESENTED BY A VARIETY OF SNACKS SUCH AS NACHOS, CRISPY BROWNIES, "POPIA GERGASI", CRISPY CORN AND MORE. TEEGA SNACKS HAS SINCE BECOME EVERYONE'S FAVORITE DUE TO ITS DELICIOUSNESS AND CRUNCHINESS. TEEGA SNACKS PRODUCE MANY PRODUCTS, BUT I ONLY CHOSE A FEW OF THEIR PRODUCTS TO SELL. THE PRODUCTS I SELL ARE TEEGA MOCHA LAVA, CHOCOLAVA, TEEGA CRISPY SNACK, TEEGA CRISPY NACHOS, TEEGA CRISPY BROWNIES AND TEEGA POPIA GERGASI.

I CHOSE THIS PRODUCT OVER OTHERS BECAUSE TEEGA SNACK IS A DELICIOUS SNACK THAT EVERYONE, ESPECIALLY UITM STUDENTS, SHOULD TRY AT LEAST ONCE IN THEIR LIVES. FURTHERMORE, I BELIEVE TEEGA SNACKS ARE IDEAL FOR SELLING BECAUSE STUDENTS, IN PARTICULAR, ENJOY SNACKS. THIS IS DUE TO THE FACT THAT STUDENTS REQUIRE SNACKS WHILE COMPLETING THEIR ASSIGNMENTS. APART FROM THAT, THIS PRODUCT IS COMPACT. THIS SNACK IS CONVENIENT, WITH PRICES RANGING FROM RM 10 PER PACK DEPENDING ON THE CUSTOMER'S PREFERRED SNACKS.



FINANCIAL PLANNING

OFFLINE

ITEM	QUANTITI	PRICE (RM)
1. MODAL		
95 packs		RM765.25
TOTAL		RM765.25
2. SALES REVENUE		
● Popia Gergasi	6	RM60
● Crispy Brownies	39	RM390
● Mocha & Choco Lava	11	RM110
● Crispy Snack	7	RM70
● Crispy Nachos	32	RM320
TOTAL		RM950
PROFIT	RM950 - RM765.25 = RM184.75	

Business Model Canvas

Key Partners

1. Employees
 - Employees involved directly and indirectly in production
2. Trusted suppliers
 - Suppliers of raw materials
 - Packaging suppliers
3. Delivery services
 - Use Ninja Van to delivery products to the customers

Customer Segments

1. People who love snacks
 - Suitable for people who loves snacking
2. People who want to go vacation
 - Easy to bring and lighweight
 - Come with zip lock packaging
3. Students
 - Affordable price and can save their money

Key Activities

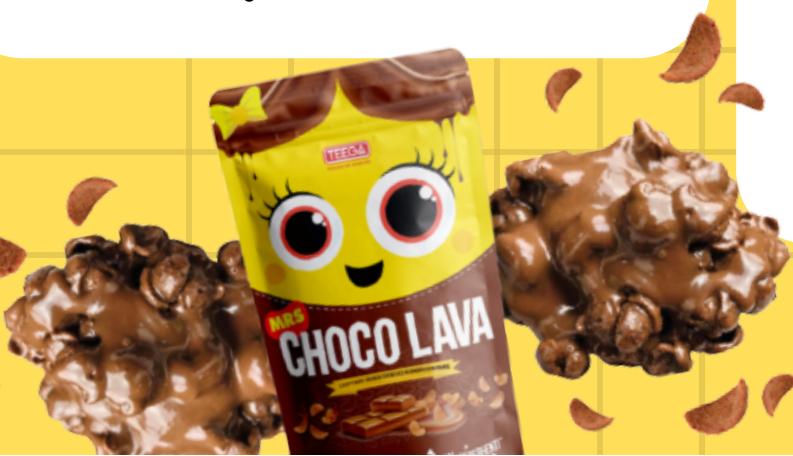
1. Research and development
 - Performs research and development prior to entering the market
2. Product testing
 - To ensure the quality of the food is maintained
3. Marketing
 - Through advertisement and social media
4. Selling
 - Customer can buy through social media or website
 - Dropship take stocks from Teega Snack headquaters to sell to the customers

Key Resources

1. Financial resources
2. Physical resources
 - Factory
 - Machines
3. Human resources
 - Factory workers

Value Propositions

1. Affordable price
 - Price set in accordance with production costs
2. High quality products
 - Using high quality ingredients
 - Using only halal ingredients
3. Packaging
 - Plastic
 - Disposable box (for delivery)



Channels

1. Social media
 - Instagram
 - Whatsapp
 - Facebook
 2. Website
 3. Digital marketing
 4. Delivery
- All of Malaysia

Customer Relationships

1. Price strategy
 - Reasonable price
2. Promotion
 - Social media

Cost Structure

1. Payroll expenses for its employees
2. Running costs and maintenance charges
3. Administrative, advertising and marketing costs
4. Factory rent
5. Ingredients cost
6. Equipment cost

Revenue Streams

1. Product sales
 - Online transaction
2. Delivery fee
 - Delivery fee charges

EXPERIENTIAL LEARNING

based on my experience that beginning a business was difficult as a student and that I needed to use my time properly to avoid forsaking my academic obligations. I was terrified of risk as well, but I had faith in my ability to overcome it. Since I didn't have to send things to consumers, I started out as a dropshipper. Instead, Teega Snack's corporate office would take care of everything all I had to do was promote and collect orders from customers.

I was able to pick up some fundamental business and communication skills. I made a social media advertisement, and I was pleased to see numerous transactions come about as a consequence. It was easy to place orders and all I had to do was do so on the website that Teega Snacks' dropship exclusively designed. Due to technological challenges at headquarters, a few glitches happened and some orders were delayed. I was grateful that they said everything was alright after I apologised to the consumers in order to fix the problems. The problems, which I brought to the attention of the HQ, were swiftly fixed.





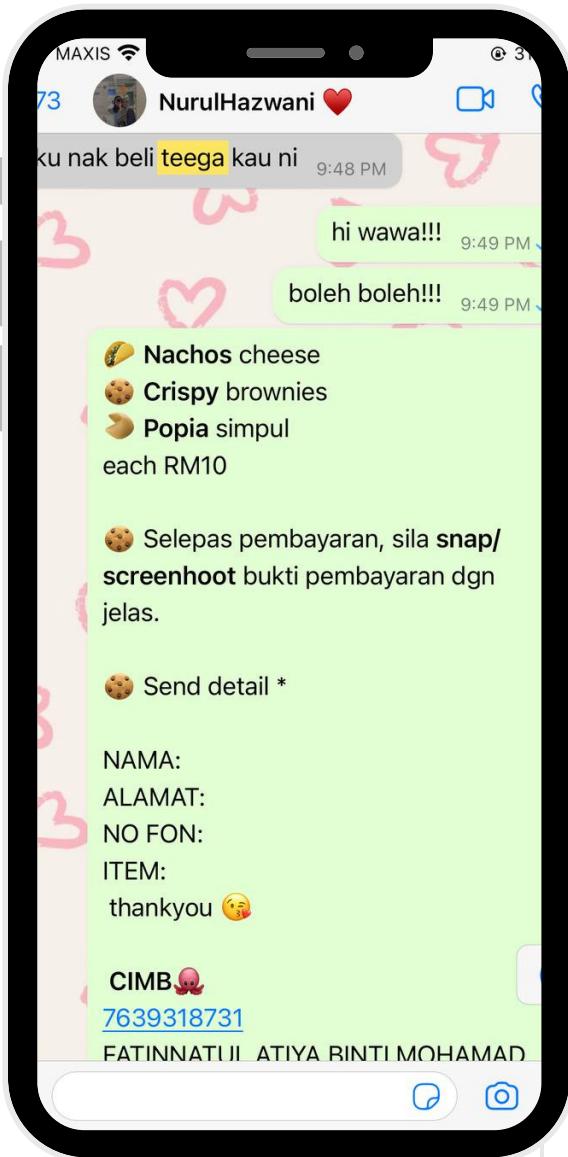
CONCLUSION

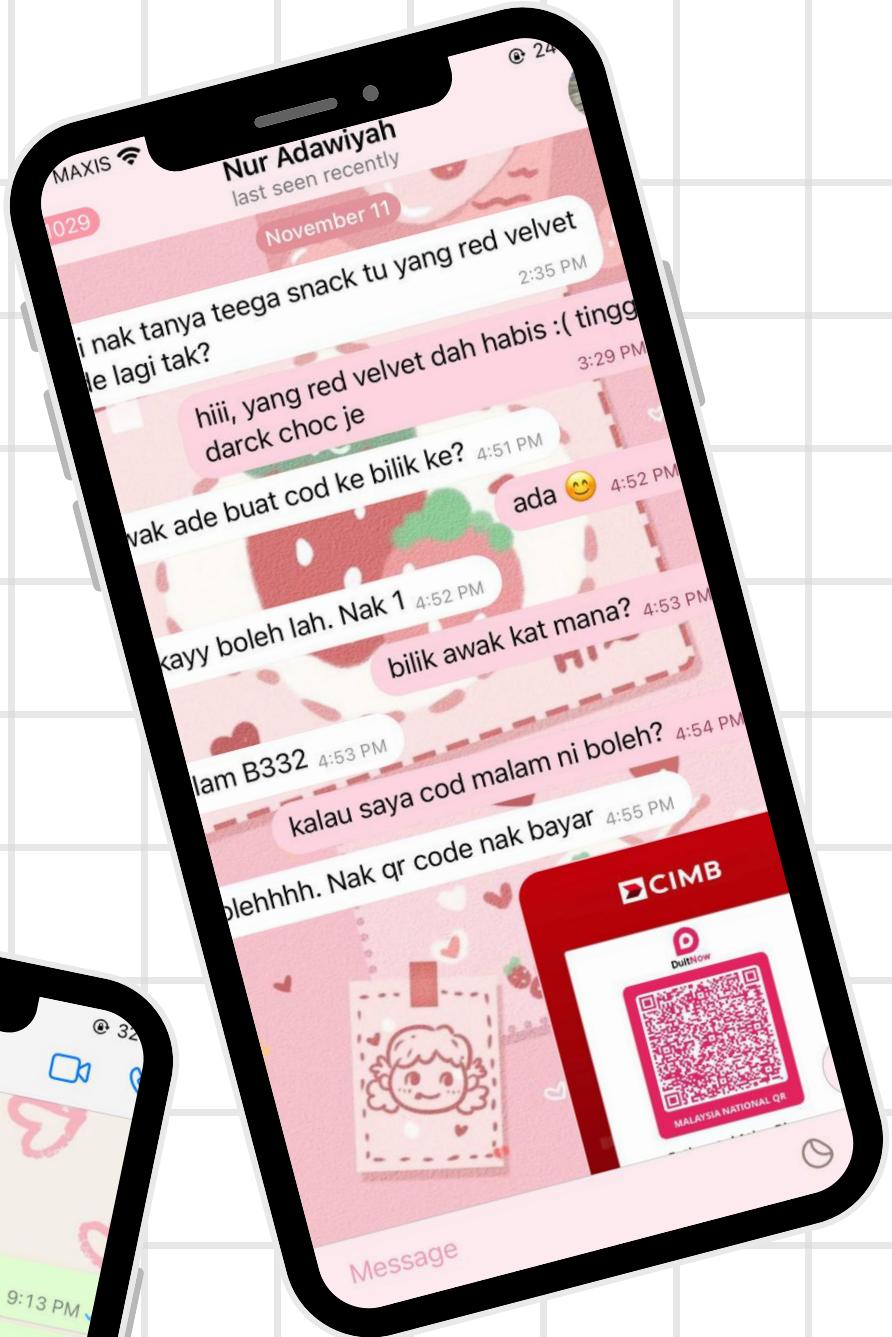
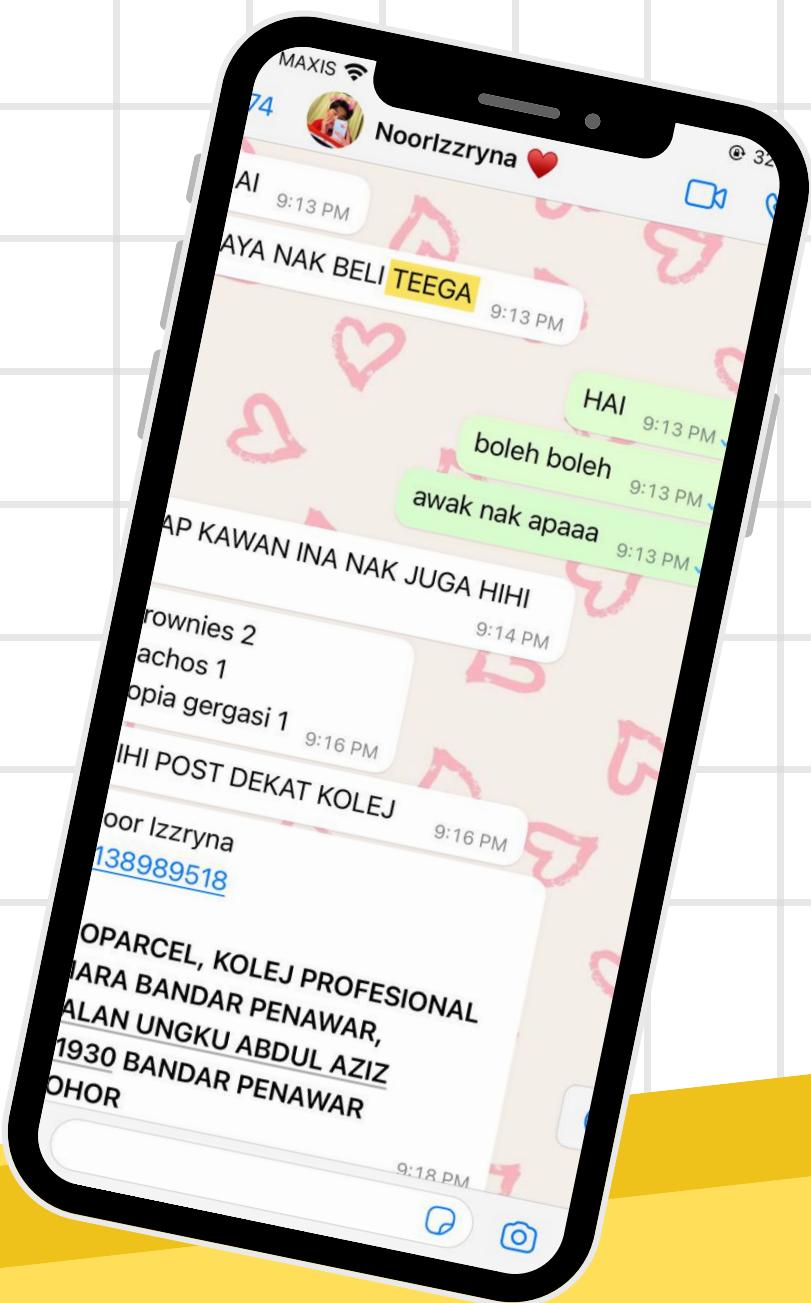
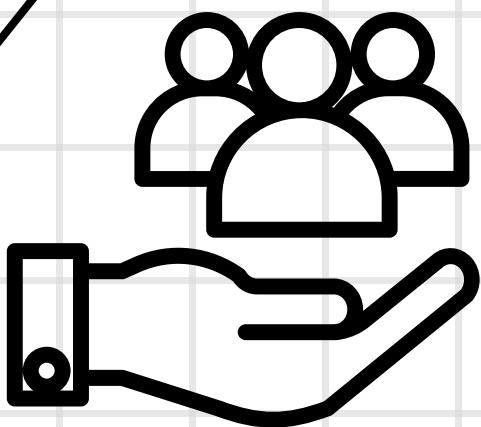
I got to the conclusion for this business chance assignment that we should have a fundamental comprehension of the sector and that it is crucial that we carry out study before creating a corporation. When we decide to enter this field, it is important that we comprehend how to run a firm properly and manage our finances efficiently because it has an impact on our own money. Having the necessary information and competence is essential for success while entering this industry of company. If we employ them both well, it will have a huge impact on our business.

I finally have a better knowledge of the business world as a consequence of working on this business opportunity project. I discovered that running a successful business is about more than just turning a profit; there are other goals we may pursue in addition to monetary gain. Being a successful businessman has been a longtime desire of mine. Entrepreneurship is not an easy path; it has many twists and turns, as well as ups and downs, and hurdles at every turn. However, the person who gets to journey down that road will be one of the most successful persons

Appendices

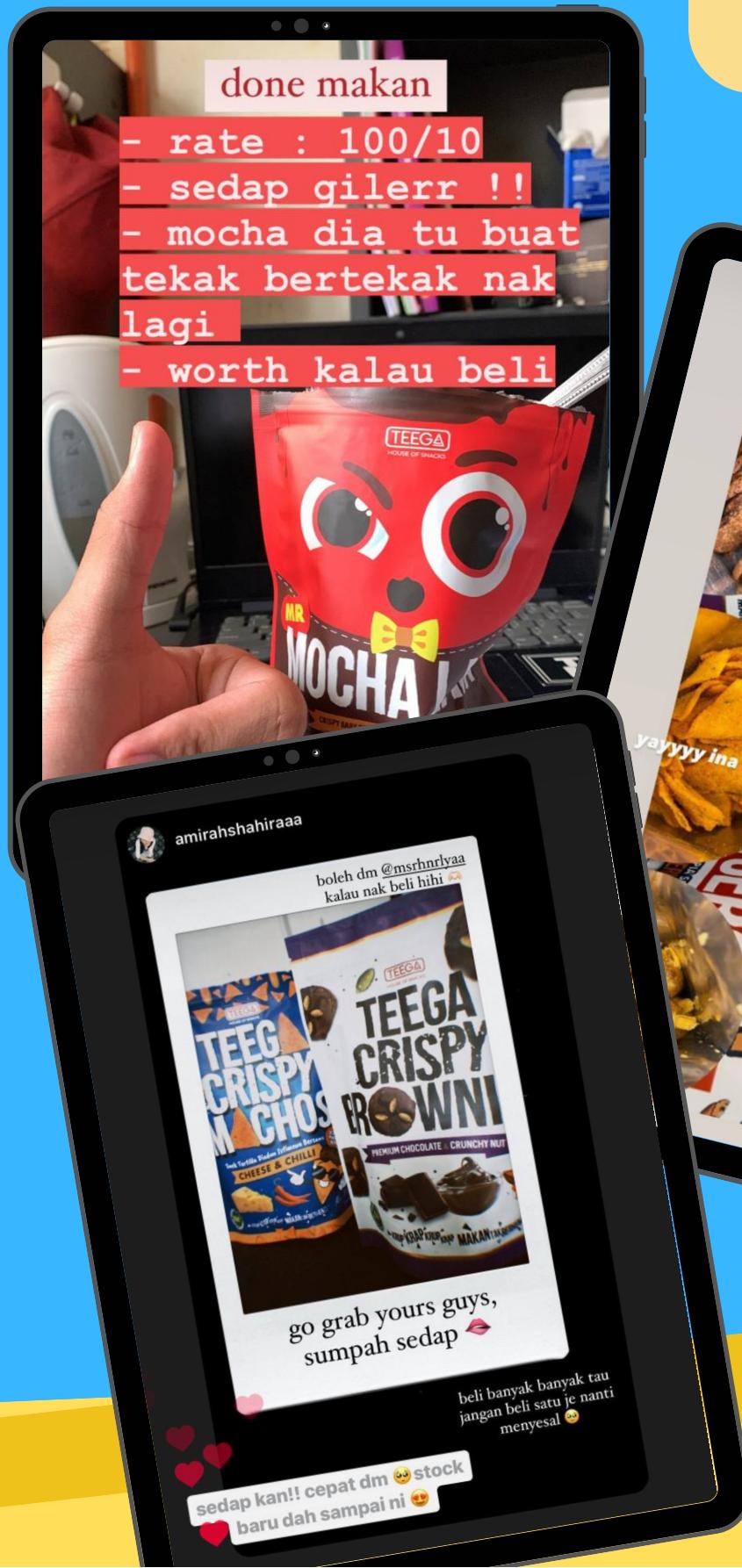
deal with customer



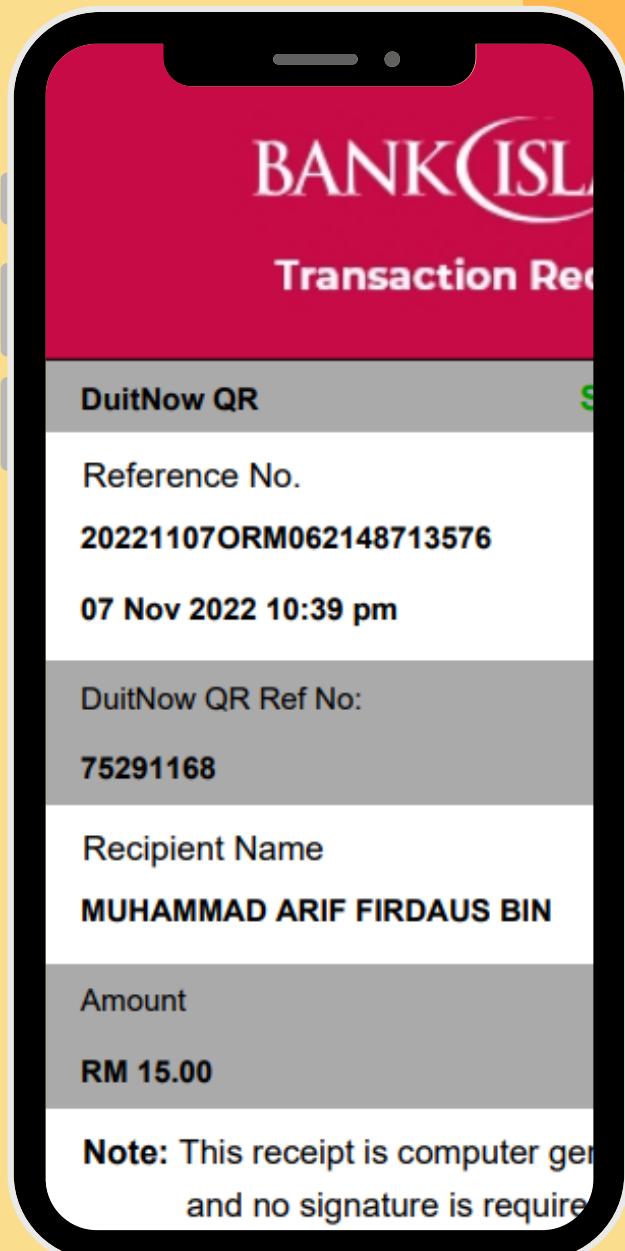
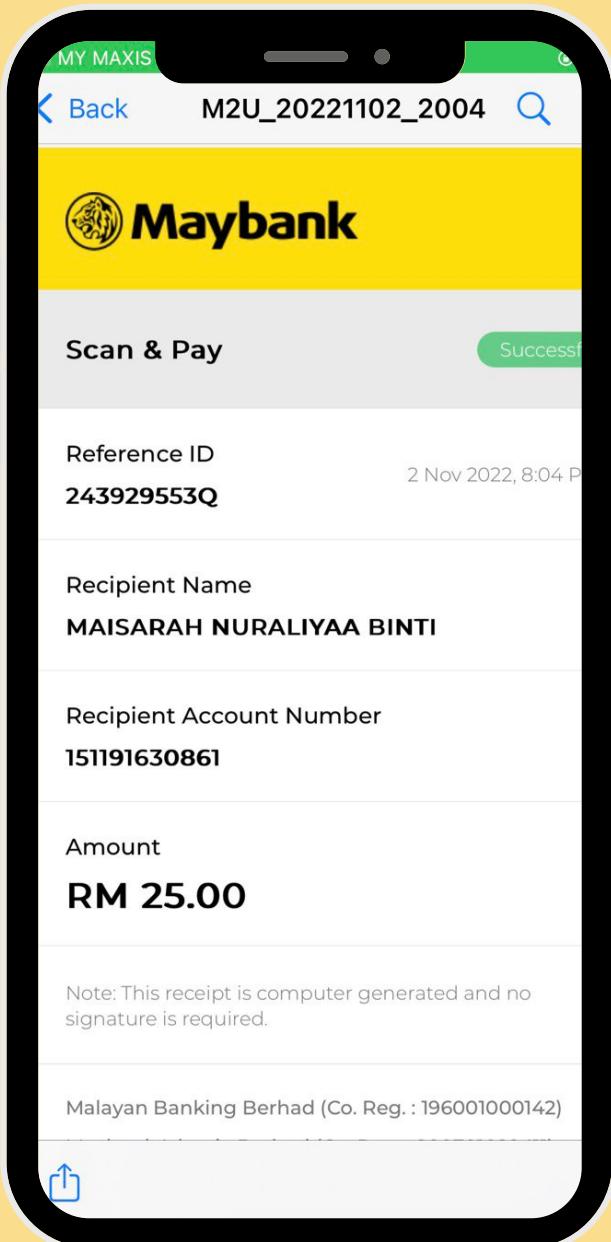


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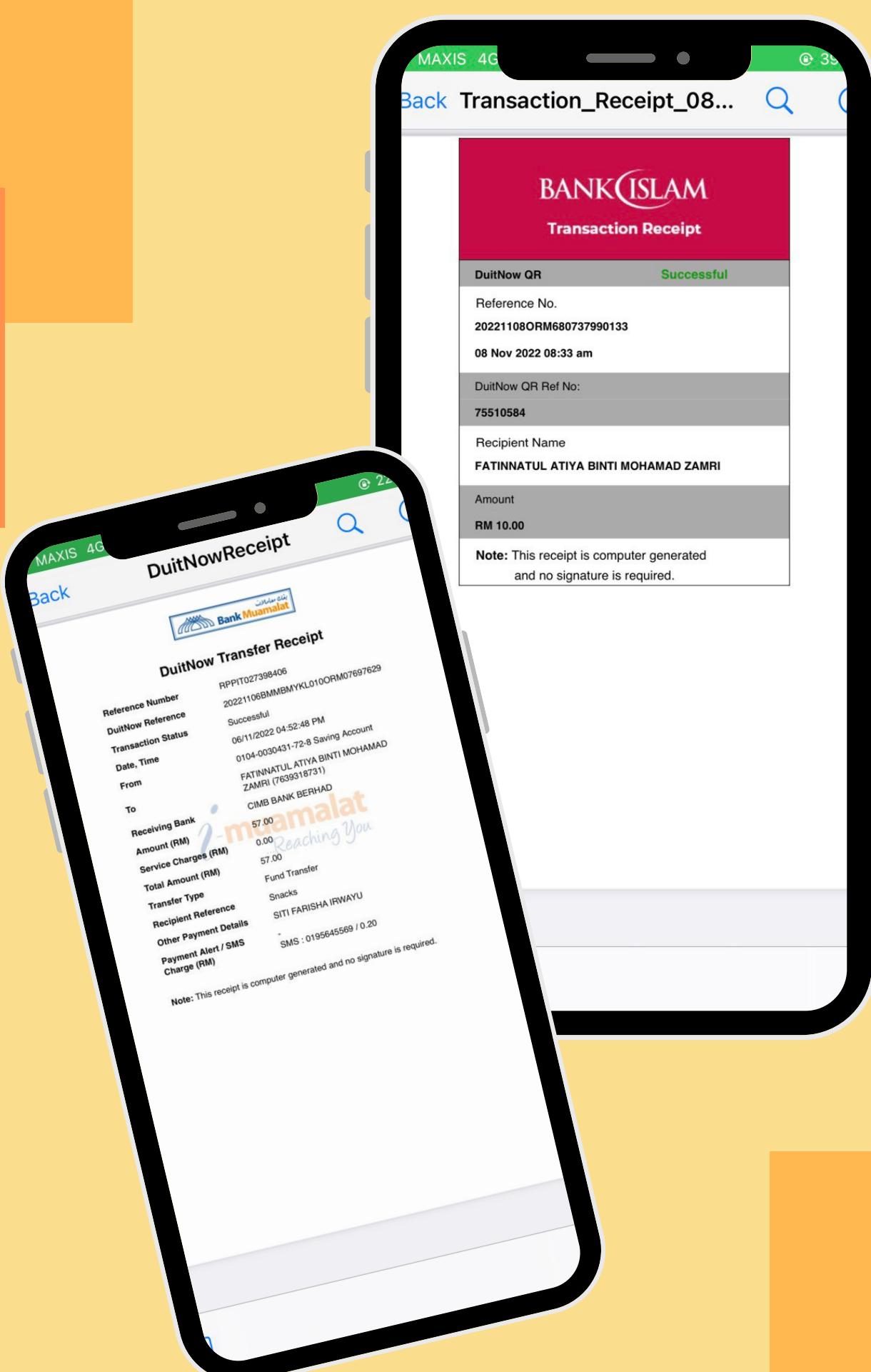
SOME POSITIVE REVIEW BY CUSTOMER



ONLINE TRANSACTION



ONLINE TRANSACTION



POSTER

TEEGA SNACK



RM10

@teegasnackbytya

0193504289

