

Project Report

On

Rice Business

Submitted by

Walif Mamu 631431012

Nasrudin Yusof 621431040

Present

Prof. Sahidan Abdulmana

E-Business System, Semester 2

Dec 17, 2022

**TABLE OF CONTENT**

* Introduction
* Why did we choose Rice Business ?
* Business model of Rice
* Revenue, expense, and net profit of Rice Business
* Revenue model of Rice Business
* The problems of Rice Business
* My recommendation to Rice Business
* Conclusion
* References

**PREFACE**

This report is a part of the E-Business system subject. Rice is a commodity that people have a high demand and need to buy. In addition to rice being an essential product that Thai people consume highly. Rice is also a product that does not rot, does not spoil, can be stored for a long time. consumed and gone Buy and have to buy again

**Introduction**

Open a shop selling rice Is waiting for customers to buy. The advantage is collecting cash, not tired of running to find customers. But must invest first Suppose a customer has a capital of 10,000 baht, will be able to buy about 10 bags of rice, 10 bags of rice. Ask if you can open a shop? You can open, but the shop will look empty. which if there is more rice The shop will look full and look more attractive to buy. Depending on the capital of each person as well

**Why did we choose Rice Business ?**

Doing business up to one business always hope to be successful and profitable little risk found no loss and sustainable But there are not many businesses like this and **"rice trading business"** is one of them. As you know, rice is something that everyone has because rice is the staple food of Thai people. Therefore, it is not surprising that in every home, there is always rice stocked with rice, since **rice** is a commodity that everyone must buy and during this weak economy, **rice** is still available.

**Business model of Rice**

The business model of Amazon are B2C(Business-to-Customer) and B2B (Business-to-Business)

**Revenue, expense, and net profit of Rice Business**

**Revenue**

Revenue in the Rice segment amounts to 0.17$ in 2022. The market is expected to grow annually by 3.10 %

**Expense**

Only have an initial capital of about thousands to buy rice, kilograms, plastic bags for rice. can start a simple rice business .

**net profit**

net profit was 4.062B, or over-lastyear.

**Revenue model of Rice Business**

Open a rice shop selling rice. The profit is about 10-15% if you sell rice in front of the shop. The profit will be about 5-7 baht per kilo.

but more important than anything else The seller must have a low cost first.

The low cost here means Customers buy rice of good quality and reasonable. How was the first purchase? Next time, get the same quality rice.

As for if you sell in bags by bringing rice to deliver to the customer's shop. You may have a profit of about 200-300, maybe more or less depending on the type of rice, the amount of products, the nature of payment (cash or stick money) and competitors.

**The problems of Rice Business**

Sales begin to stabilize Customers rarely have new groups coming in.

of course, it makes our business scale unable to grow further.

Or at best, just keep going like this. can't progress any further Which symptoms like this, people doing business should be very careful. including those in **Rice distribution business**Although it has been open for a long time, I think that it has a stable customer base. But if, whenever this signal occurs, do not be complacent. Must find a solution to give us the opportunity to continue to develop continuously again.

**My recommendation to Rice Business**

**1. Improve product quality**

May be adding a type or type of rice.

**2. Develop target customers**

That is to find new markets, as in the past, used to just retail in front of the store.

**3. Market development**

It is bringing our products to present in new markets. that are different from the original

Doing this so that people know and feel interested in our products can further expand and develop our business.

**Conclusion**

It's better to open a rice shop where Rice is a commodity that people have a high demand and need to buy. In addition to rice being an esdsential product that Thai people consume highly. Rice is also a product that does not rot, does not spoil, can be stored for a long time. consumed and gone Buy and have to buy again

**References**

[**https://www.u-rice.com/sellrice/open-rice-shop/**](https://www.u-rice.com/sellrice/open-rice-shop/)

**https://www.u-rice.com/sellrice/open-rice-shop/**