



**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

**BUSINESS ACTIVITY OF
KUIH RAYA BY OVEN YAN COOKIES**

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Executive Summary

The business that I conducted is selling ‘kuih raya’. I got this idea to sell ‘kuih raya’ because Eid al-Fitr almost there and ‘kuih raya’ will be demand for Malaysian’s citizen especially Malay person. The name of the company is Oven Yan Cookies. The owner of the company is Mrs. Ismaazian Binti Ismail. By taking products from her, I hope that I can improve my skills to run a business. From my opinion, I can learn a lot of new things by running this business because I had to run the business activity all by myself starting from collecting order, do promotion to get customers, selling products to customers, getting feedback from customers and making cash flow. Besides that, I hope that by doing this can help Mrs. Ismaazian to grow up her business. The business that I am running its hard to run because many competitors. I could say that to run a business its not very easy and have to put a lot of efforts to make sure business that I run can survive till the end.

MyENT Registration Certificate

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MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Hybrid
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	1 Bulan
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	
Alamat Premis Perniagaan	:	
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1.0 Project Description

The business that I choose to sell during making this project assignment is selling ‘kuih raya’ by Yan Cookies. Yan Cookies is organized by Mrs. Ismaazian Binti Ismail and her family. Yan Cookies has a lot of type ‘kuih raya’ that people can choose to buy. The most top ‘kuih raya’ by Yan Cookies is ‘almond london’. Yan Cookies is very demand by people because its very tasty and have reasonable price. Yan Cookies also has been recognized by many people because this business has started since 2010. Next, service that being provide by Mrs. Ismaazian and her employee are very satisfy. By doing this, Yan Cookies have their regular customers including myself.

First, I have decided to sell ‘kuih raya’ since the beginning of the assignment. The main reason is that ‘kuih raya’ become demand during Eid al-Fitr. During Eid al-Fitr, a lot of people especially Malay person will by ‘kuih raya’ because it already become main dishes. Besides that, currently I’m staying in college UiTM Kedah, this will make me easy to approach a customer who is resident of the college. Furthermore, price of the ‘kuih raya’ is reasonable compared to others. Students will tell their parent and they will buy ‘kuih raya’. By doing this, I can gain a lot of customers by selling ‘kuih raya’ because parent of the students will buy it through them.

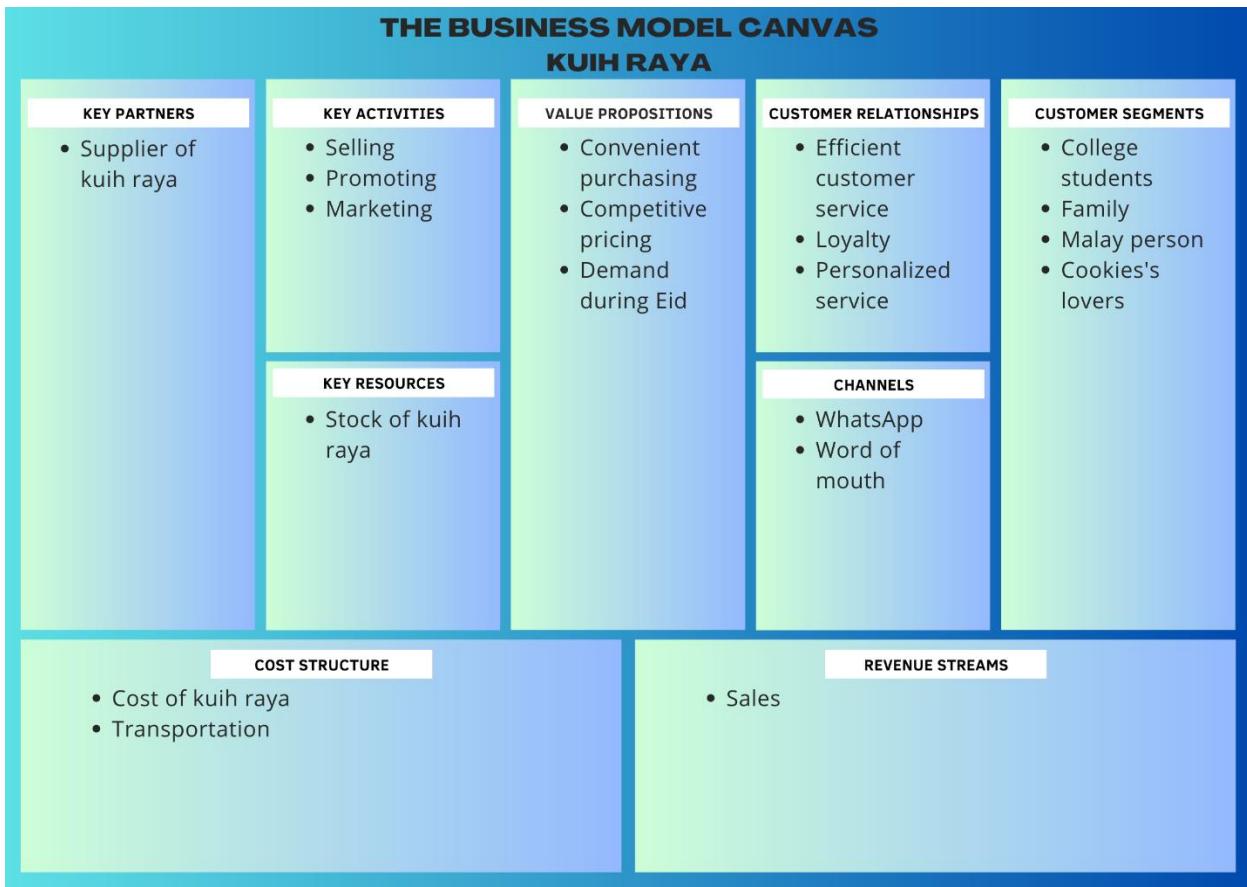
Next, I have run this business for 1 month. I have started this business from 02.04.2023 until 29.04.2023. During the business, Mrs. Ismaazian and her employee will baked the ‘kuih raya’ based on the order that I have collected by week. To success while run this business, I’m using a strategy which is called 4Ps. This 4Ps consists of elements of which are Product, Price, Place and Promotion. Firstly, for product, I have chosen ‘kuih raya’ to sell during the business. Next, price for each ‘kuih raya’ is RM17 per jar. In order gain profit, I have increased RM3 for selling price. So, the final price is RM20 per jar. Moreover, I have run this business in UiTM Kedah. Lastly, to gain customers I take method by promote this business through social media such as WhatsApp.

For the financial assistance to start the business, I obtained from my savings account and my parent. When doing this business, I will collect the stock after I take the order by weekend. So, for the money issues, it’s will be no problem for me because all the stock that I take will

be clear. So, opportunity to loss during this business is lower. For the week 1, I managed to sell 12 jars of ‘kuih raya’. The total cost is RM209 is including transportation costs which is RM 5. So, the profit that I got from week 1 is RM31. Next for week 2, I sold 14 jars of ‘kuih raya’. For this week, my profit is RM37. For week 3, I get a lot of orders from customers because its week of Eid al-Fitr. I managed to collect order for 20 jars of ‘kuih raya’. Week 3 is the higher profit that I got during my business which is RM46. Lastly, my business start running slow during week 4 because Eid al-Fitr almost finish. People don’t buy a lot ‘kuih raya’ during this week. I only gain profit for RM 25. For conclusions, I managed to get profit RM139 during this business and this really give me a motivation to run a business.

Simple Cashflow Record				
Date	No. of units taken/ prepared	Cost incurred (including transportation costs)	No. of units sold	Revenue daily (selling price x units sold)
Week 1	12 jars	RM 17 x 12 jars = RM 204 + RM 5.00 = RM 209	12 jars	RM 20 x 12 jars = RM 240
Week 2	14 jars	RM 17 x 14 jars = RM 238 + RM 5.00 = RM 243	14 jars	RM 20 x 14 jars = RM 280
Week 3	17 jars	RM 17 x 17 jars = RM 289 + RM 5.00 = RM 294	17 jars	RM 20 x 17 jars = RM 340
Week 4	10 jars	RM 17 x 10 jars = RM 170 + RM 5.00 = RM 175	10 jars	RM 20 x 10 jars = RM 200
TOTAL	53 jars	= RM 921	53 jars	= RM 1060
$\text{Profit} = \text{RM } 1060 - \text{RM } 921$ $= \text{RM } 139$				

2.0 Business Model



3.0 Experiential Learning

For 4 weeks when I conduct this business, I have gained a lot of new experienced for myself. I can learn to run a business for real. Even though it's hard to manage, the business that I conduct can be run smoothly. My first impression towards this business is that very annoying and hard because I have zero background about running a business. Luckily, I managed to survive for a month doing this business.

Day by day, my perception towards this business has changed. I tend to enjoy and like the activity doing this business. Compare to the first day while running this business, it's totally different. I started getting excited and happy while doing this business. The best part is when customers give positive feedback from 'kuih raya' that I sold. Feedback that I got from customers really make me wanted to run this business more seriously.

Moreover, I can learn the ways to interact with more people. During this business, I think that my skills level to interact with people is grown up. I learn to talk with stranger to sell 'kuih raya'. I need to face my fear which is to talk with the people that I didn't recognize. I start to gain more confidence to talk with people. By running this business, it's really help me in my life to approach a stranger.

Furthermore, I have learned that to run a business is not easy. I need to do a lot of things to make sure that business can be run smoothly. For instance, I had to walk in my college to get a customer. To confront people to buy product that I sell is very hard. It's really very challenging and I respect to the people that run any business because running a business is not easy.

Lastly, there a few challenges that I faced while running this business. For example, price of the product is challenge for me. The reason is that not all the students can afford it. I must face many people that can buy my products. So, I find another option to not focus only for students but to their family. To conclude, running a business has pros and cons. I must face it and be strong while doing this business.

4.0 Conclusion

To sum up, everyone can open a business but not everyone can succeed. We must put a lot of courage to become a successful entrepreneur. Otherwise, we will fail running a business that we open. But, as long we have a passion while running the business, we will succeed either fast or late. Doing a business also can improve our skills and this will help in our life.

There is a saying that's been a stand for me when conducting this business is “we have to be patient and work hard to achieve something that we wanted”. This is related to the business that I conduct because I must be patient and work hard to find a customer to buy my products because this will give me profit. From this, I learned that to get a money not easy and we have to work for it.

Business activity that I running which is selling ‘kuih raya’ it really opens my mind about entrepreneur. To open a business, we must put a lot of effort and time to make sure the business that we open can succeed. At first, I thought entrepreneur just do a simple thing and get a profit from item they sell. After I involved with the businesses, I know that to be entrepreneur is not easy as it’s look. This really changed my mind towards the entrepreneur. When doing the business, people will judge you and talk bad because that’s a life. We must be strong in our mentality because that’s a key to be succeed.

In conclusion, students should do this assignment which is to run a business. This will give us a new experience and give us a lot of benefits. It a chance for us because we don’t know to get this opportunity like this in the future. So, better we grab this opportunity and take this advantage that has come to us.

5.0 Appendices

Online transaction

BANK ISLAM	
Transaction Receipt	
Transfer To Other Account Within Bank Islam	Successful
Reference No.	
29444529	
04 Apr 2023 02:21 pm	
Recipient Name	
ARMAN SYAZWI ADLI BIN AHMAD FADZLI	
Recipient Account Number	
02057027812061	
Recipient Reference	
Fund Transfer	
Other Payment Details	
Duit kuih	
Amount	
RM 20.00	
Note: This receipt is computer generated and no signature is required.	
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BANK ISLAM	
Transaction Receipt	
Transfer To Other Account Within Bank Islam	Successful
Reference No.	
21888682	
02 Apr 2023 05:25 pm	
Recipient Name	
ARMAN SYAZWI ADLI BIN AHMAD FADZLI	
Recipient Account Number	
02057027812061	
Recipient Reference	
Kuih raya	
Other Payment Details	
-	
Amount	
RM 100.00	
Note: This receipt is computer generated and no signature is required.	
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Stock of ‘kuih raya’



Customers feedback

