



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

ENTREPRENEURSHIP REPORT

UBSS 1032



ARCORN ENTERPRISE

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1.0 INTRODUCTION

1.1 NAME OF BUSINESS

The name given for our company in this entrepreneurship project is Arcorn Enterprise. This name was chosen and agreed by our team members because the name of our team leader. His name is Arman Hafiz. Since we are selling homemade product, the name Arcorn was born by combining those two names. The reason we chose that name is so that people know by the name of our business, we're selling corn related product which is popcorn.

1.2 NATURE OF BUSINESS

Arcorn Enterprise sells delicious homemade treats as the product. So far, we only offer one flavour which is sweet caramel popcorn. The price offered for this sweet caramel popcorn is RM 8.00 for one jar but if you purchase two jars you will get a discounted price which is RM 15.00 and if you purchase three jars, you will get a lovely price of RM 20.00 which make each jar only about six ringgit and sixty-six cents. We are all agents for Roscorn Sdn Bhd. We do all the advertising activities, taking orders from customers and deliver it ourselves with our motorcycle or car depending on the distance. The delivery fee is free for everyone within UTM area and Taman Universiti.



1.3 NAME OF PARTNERS

This business is run by all four of our business partners which is Arman Hafiz Bin Rosromaizi, Mohammad Danial Hazeem bin Mohd Faizal, Muhammad Aliff Danial Bin Sharidan and Raja Aizat Nurhakim Bin Raja Sazlim.

1.4 LOCATION OF THE BUSINESS

For this business, we do not own any physical store as we use our own college rooms to store our popcorn since all of our team members stay in UTM college. We focus on selling this product to UTM citizens mainly towards students and staffs or even lecturers. From this, we have the advantage of the delivery distance. That is why the fees for delivery is free.

1.5 DATE OF BUSINESS COMMENCEMENT

Arcorn Enterprise has registered with the Suruhanjaya Syarikat Malaysia (SSM) Negeri Johor on 25th November 2019. We already start selling our products on mid of October 2019, a month before we got our SSM certificate. This was due to a problem occurs during the registration process but it was handled professionally.

1.6 FUTURE PROSPECTS OF THE BUSINESS

We expect this company in the future for the product that we sell will be widely and well-known all-around Malaysia mainly on the internet since we only promote and advertises our product through social medias like Facebook, Instagram, Telegram and WhatsApp

2.0 DIGITAL MARKETING

What is digital marketing? Digital marketing is a new marketing style to market a product by using social media such as Facebook, Telegram, Instagram and WhatsApp or internet to create awareness, interest, demand and action. Majority of people nowadays have their own smartphone and they use it not just for communicating but also using it for online purchase. You can order and buy some goods from your home or office by using smartphone. Just a single a click you can get everything you need and a couple of days it will arrive in front of your house

2.1 FACEBOOK

Our company decided to use digital marketing to market our product to our customers at UTMJB the reason we use this platform because it is easy to approach people by using social media or internet. Our first step in digital marketing strategies is to create awareness about our product and make sure every student of UTMJB aware about it. We create Facebook pages of our company and put every detail on it such as our contact and what product that we offer to them. Our team members share they business pages to their own Facebook to make people acknowledge that new product will come to the market. On our Facebook pages Arcorn Enterprise, we do live video to review about our product and try to attract customer with offering them a different price if the order when they watching live video. This our Facebook link <https://www.facebook.com/p0psweet/>

OUR FACEBOOK PAGE



Figure 1 : Arcorn`s Enterprise facebook page



Figure 2: We post to our Facebook pages about our product, price and promotion



Figure 3 :We do a live video to review about our product and also make an offer

2.2 INSTAGRAM

Majority of our customers came from Instagram because everyone of us on this generation have Instagram account and spent the most time on Instagram. So we decide that Instagram is our main platform to market our product. On Instagram, we post our advertisement poster on each of team member Instagram story everyday on 2pm or 8pm because at that time most of user is online. When we post the Instagram story, we assume to reach at least 300 viewers and from 300 viewers 5 % of them will buy our product but that only our assumption. Our objective for posting on Instagram is to create awareness to our followers that we are offering sweet caramel popcorn with affordable price. In order to gain customers trust, we share our customer feedback on our Instagram. We ask our customers to give feedback about our product and most of them show a positive feedback. The purpose is when another people read about our feedback, it will help them in making decision to purchase our product because some of the customer want to see the feedback before they purchase it We also doing live video on Instagram but not using our business pages but personal account of one of our team that is Arman Hafiz. We also post our customers feedback at our personal account then put in our highlight on Instagram profile. So then customer can check the feedback and promotion from there. Our Instagram <https://www.instagram.com/armanhafiz/>

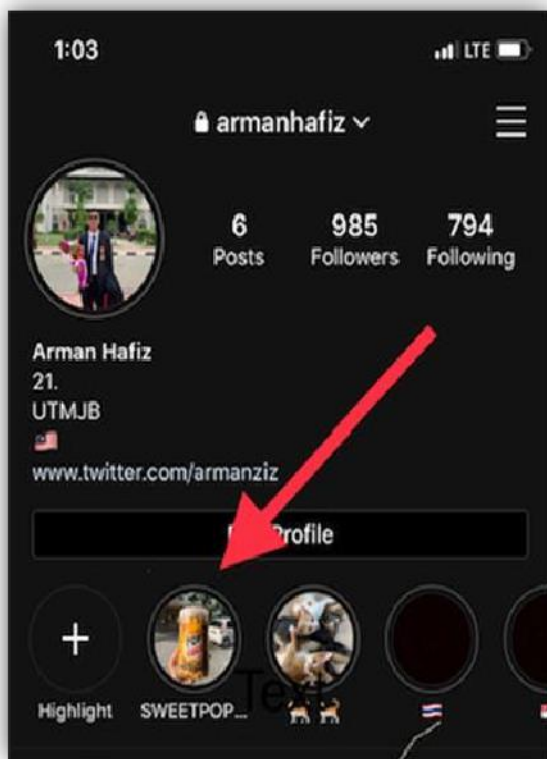


Figure 4 : Arcorn`s Enterprise Instagram page

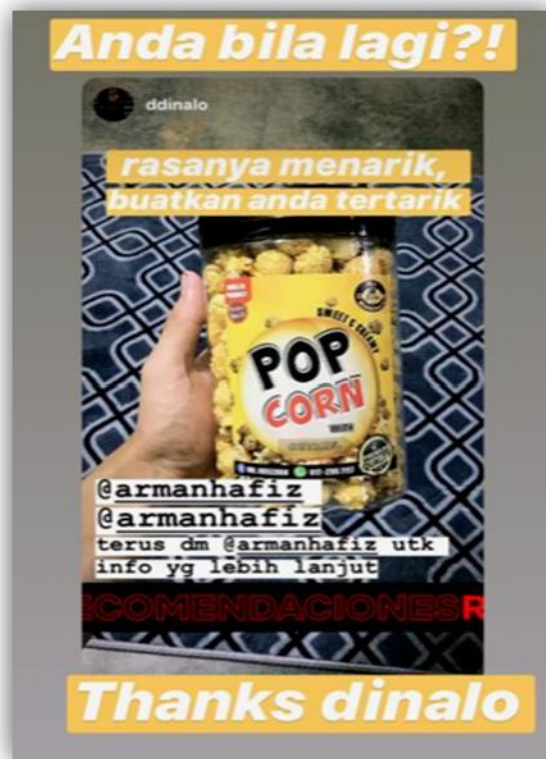


Figure 5 : Customer`s feedback



Figure 6 : Customer`s feedback



Figure 7 : Customer`s feedback

2.3 TELEGRAM AND WHATSAPP

Telegram and WhatsApp also our advertising platform. We post our poster at every single group that our team members have. The information that we put on the poster is about the price of the product. We offer for one popcorn RM8, two for RM 15 and three for RM 20. We also provide a contact number but not just one but also four contact number. Customer can directly contact us through Telegram and WhatsApp. We also ask some of our friends to share the poster to their college WhatsApp and Telegram group. Imagine in one group WhatsApp have 1000 students and in UTM JB we have almost 10 colleges and maybe more, maybe not all of them will buy at least we create awareness.



One of the Telegram group that we share our poster



One of the WhatsApp group that we share our poster

2.4 CUSTOMER'S FEEDBACK ON SOCIAL MEDIA



Figure 8

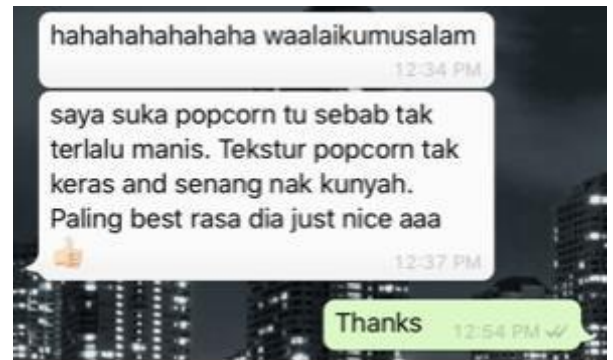


Figure 9

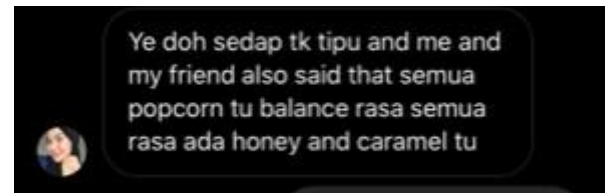


Figure 10

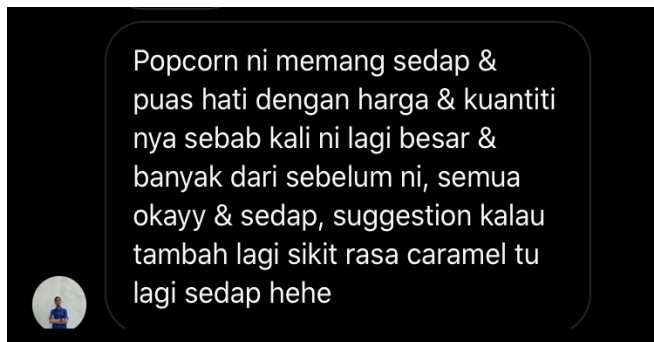


Figure 11

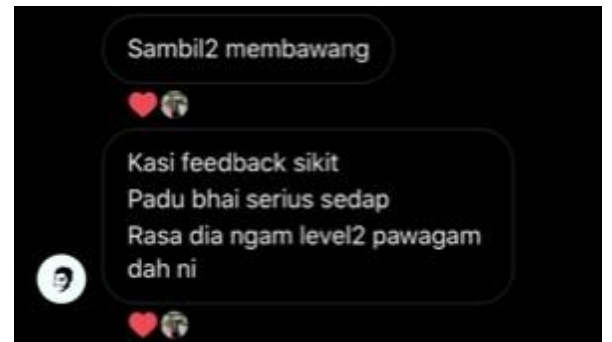


Figure 12

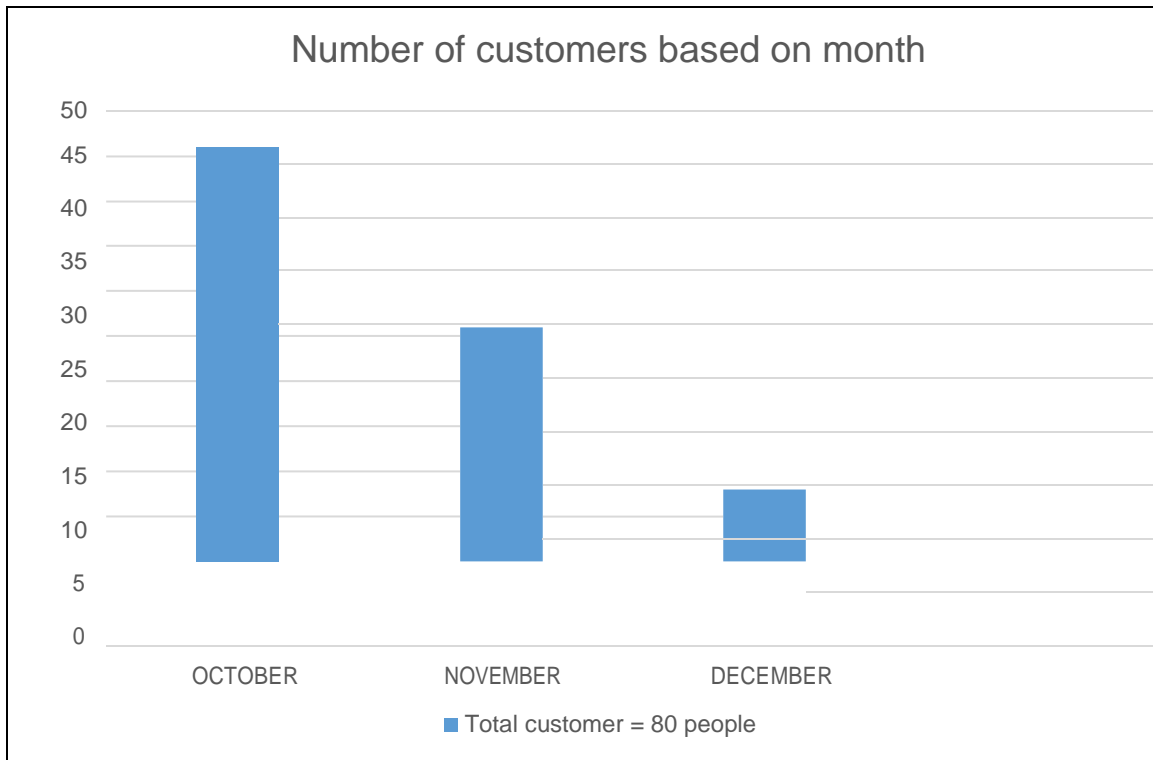
3.0 BUSINESS PERFORMANCE

In business, one of the most important factors is the performance. From this performance, we are able to grow and increase the sales from week to week. In order to gain regular customer, we need to strengthen our marketing strategy to make sure we achieve our main goal. From that, we need to evaluate our company`s performance from the day one until the end of this project. We plan to maintain our business in the long term. In order to do that, we need to plan and organize well by promoting our product regularly and take care of relationship with customer. We are also confident that our product which is Popsweet popcorn will be accepted by everyone.

For our budget, we only spend on delivery service. This is because, as an agent of Roscorn Sdn. Bhd. we are the one who responsible to deliver our product to our customer. Usually, we receive a lot of orders from UTM students. From this situation, we have the advantage to easily distribute our product and offer them a free doorstep delivery service to all students around UTM. This is one of the marketing strategy for our business to gain customer`s attraction. We sell our product only for RM 8.00 per jar. We offer a discounted price of RM 15.00 for two jars and RM 20.00 for three jars.

Based on studies that we have conducted, the price that we offer is a reasonable price for every student. In order to spread the awareness of our business, we use the digital marketing strategy by using social media as our main platform. For evaluation process, we will always monitor our business performance by asking feedbacks from our customer to know their satisfaction level towards our product. We track our financial performance from day to day to make sure we are on track of achieving our target.

3.1 NUMBER OF CUSTOMER IN THREE MONTHS



Total number of customers in three months is calculated around 80 people

The pie chart above shows the number of our successful customers in the month of October, November and December. In October, we managed to get the most amounts of customers which are 46 customers. By the end of November until early of December, we managed to get a total of 26 customers and 8 customers respectively. Based on the pie chart above, the most amount of customer that we achieve is during October. This is because some of our team members joined an event held at Angsana Mall. The event is called Hari Peladang Johor.

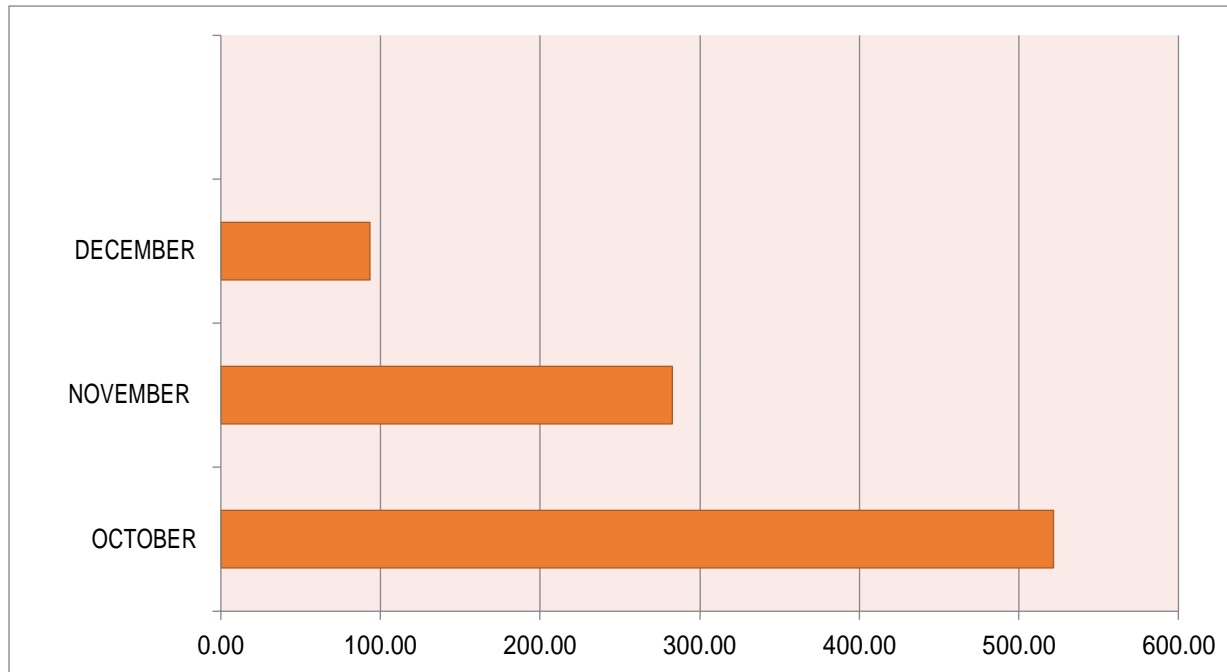
3.2 NUMBER OF CUSTOMER BASED ON TYPE OF TRANSACTION

MONTH	TYPE OF TRANSACTION		TOTAL (PEOPLE)
	ONLINE	OFFLINE	
OCTOBER	0	46	46
NOVEMBER	16	10	26
DECEMBER	6	2	8
			80

Based on table above, it shows the amount of customer based on type of transaction. In October, there are a total of 46 customers paid through offline transactions. In November, there are a total of 16 customers paid using online transactions and 10 customers paid through offline transactions. In December, there are six customers paid through online transactions and only two customers paid through offline transaction. This is because we have reached the due date of this project. Offline transaction is a type of payment where customer hand in an amount of cash to us. An online transaction is a payment method in which the customers pay through electronic fund transfer.

3.3 SALES OF ARCORN ENTERPRISE

ARCORN'S ENTERPRISE SALES PER MONTH (RM)



Arcorn's Enterprise sales in three months

MONTH	SALES
OCTOBER	RM 522.00
NOVEMBER	RM 282.80
DECEMBER	RM 93.60
TOTAL	RM 898.40

3.4 MONTHLY SALES FOR EACH MEMBER IN ARCORN ENTERPRISE

NAME OF EACH PARTNER	Sales in October (RM)	Sales in November (RM)	Sales in December (RM)	TOTAL (RM)
ARMAN	130.50	70.70	23.40	224.60
AIZAT	130.50	70.70	23.40	224.60
ALIFF	130.50	70.70	23.40	224.60
DANIAL	130.50	70.70	23.40	224.60
				898.40

3.5 E-COMMERCE PERFORMANCE

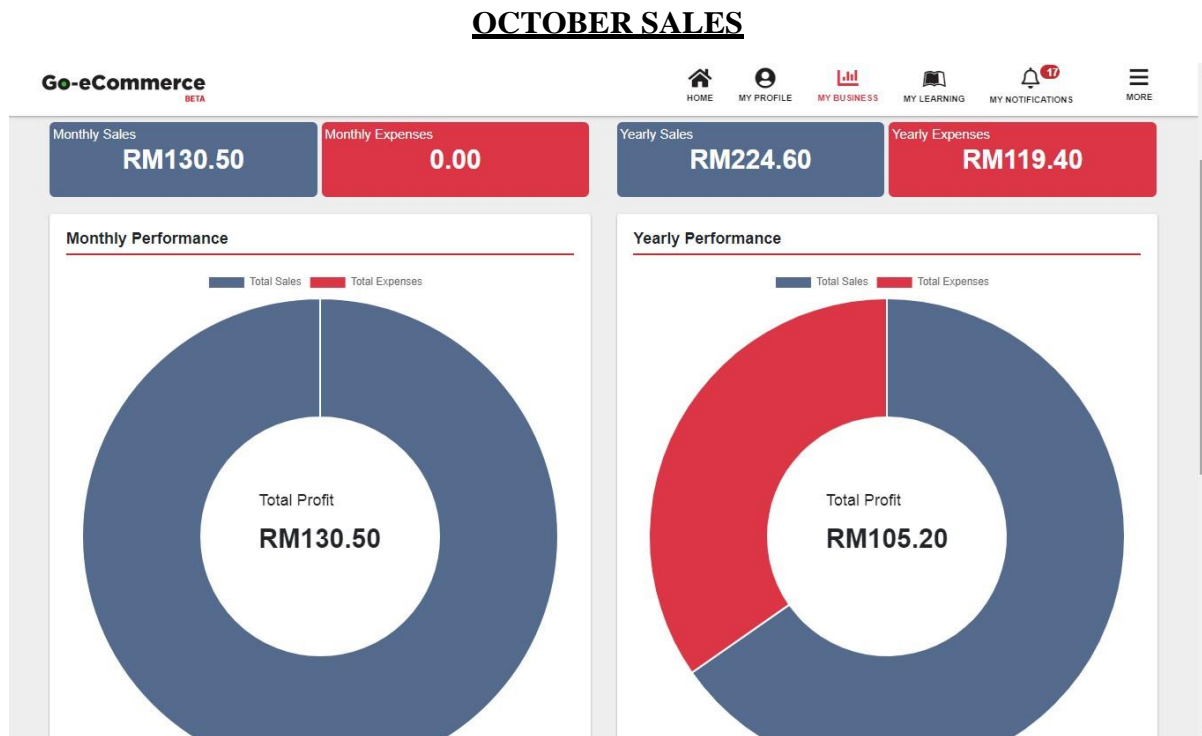


Figure 1

Based on figure 1, each of us managed to get RM130.50 for the October sales

NOVEMBER SALES

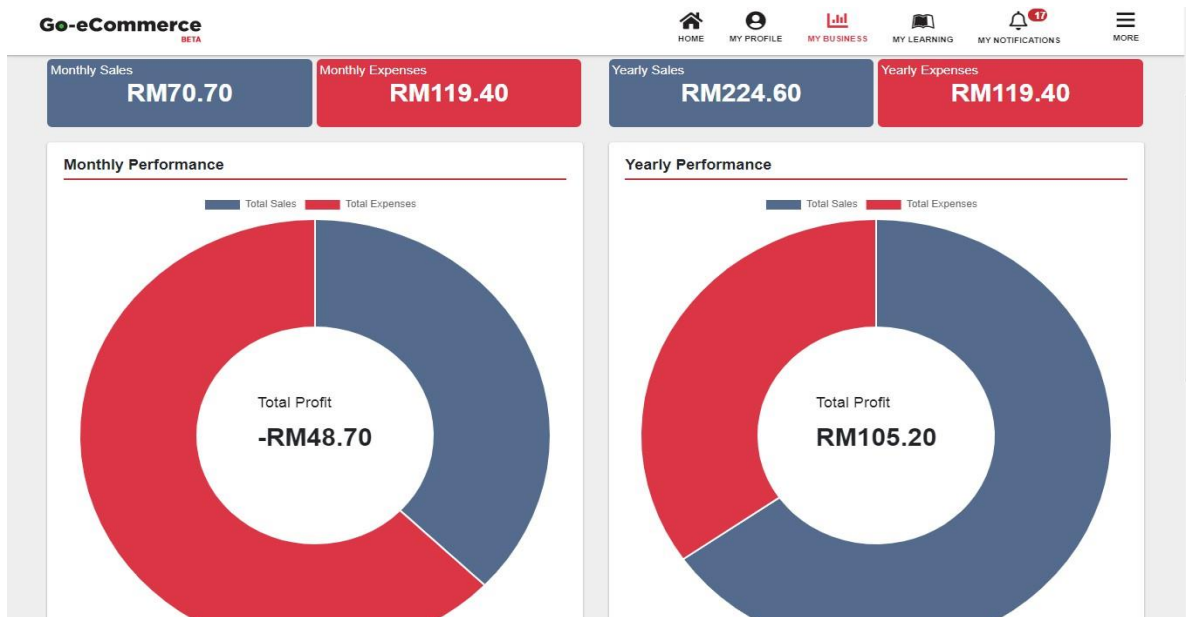


Figure 2

Based on figure 2, each of us managed to achieve RM 70.70 for the November sales

DECEMBER SALES

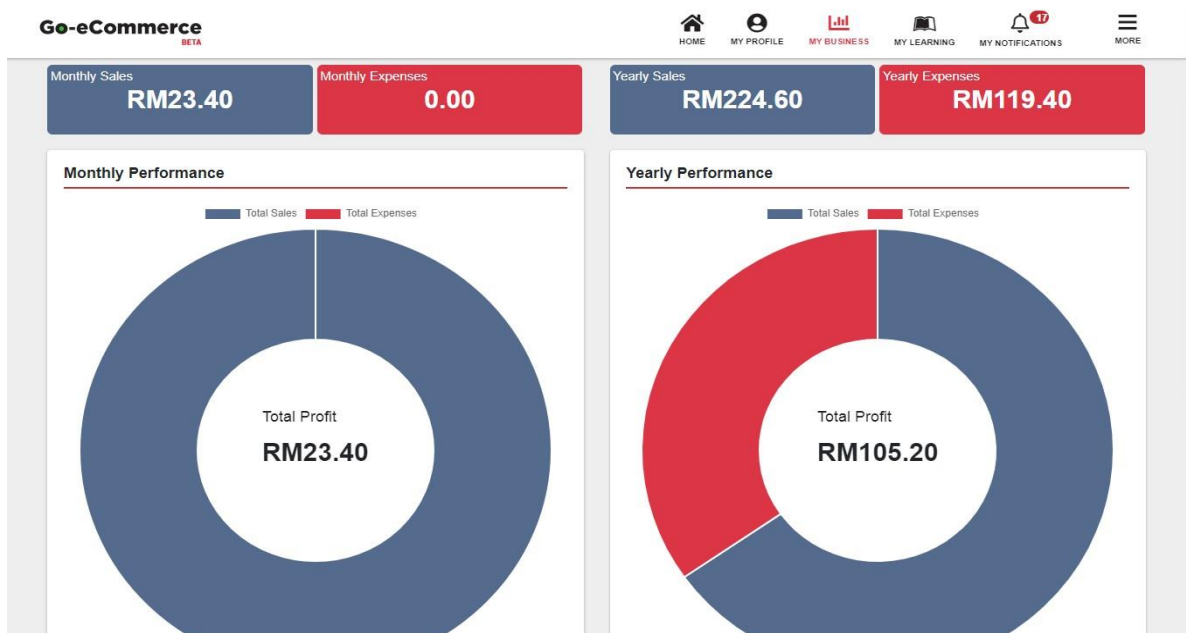
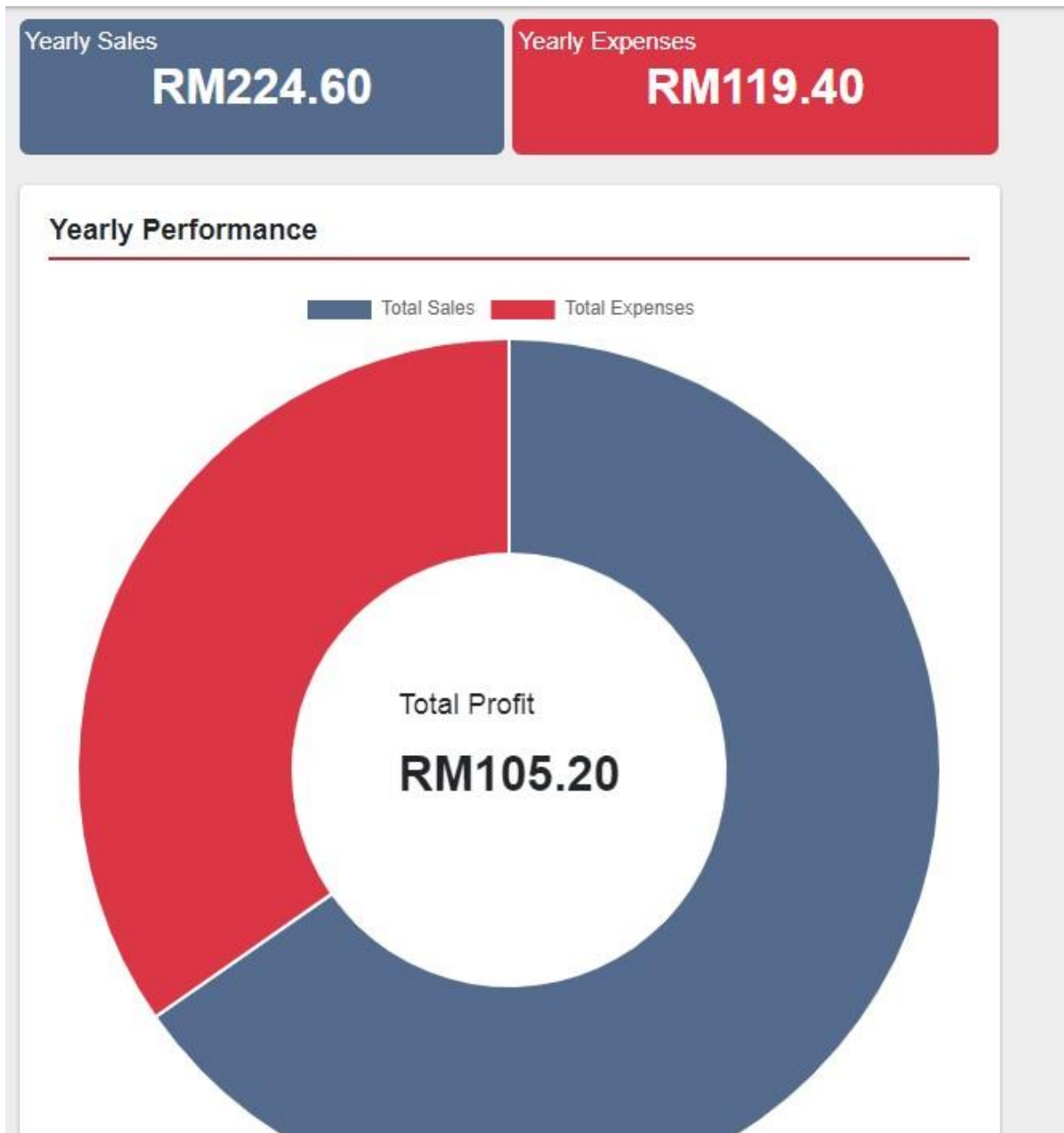


Figure 3

Based on figure 3, each of us we managed to achieve RM23.40 for December sales

YEARLY SALES



Based on Figure 4, each of us managed to achieve RM 105.20 of yearly sales

4.0 CONCLUSION

In conclusion, based on the overall data that have been collected through E-commerce, Arcorn Enterprise shows significant improvement in term of performance since the last three months. From the overall statistics, we managed to reach RM900 total sales of PopSweet popcorn as we are trying to achieve RM1000 total of sales as the main goal of this business project since day one. From this business project, we have gained new experiences and learned many valuable things about business knowledge. As we considered ourselves as new entrepreneur, we gained the understanding on how to preside over a business plan before ventured into it.

First thing first, we learned how to approach the supplier in a business deal as our main key resources. Also, through marketing we acquired the skills on how to reach our potential customers especially via digital marketing. For example, we studied how to manage and maximize our social media's platform. We created Arcorn Enterprise official Facebook page, we also promote and share the information of our product through Instagram, Telegram and WhatsApp. In addition, we are using E-commerce as our main transaction recording system for the money and data which help us to create faster buying and selling procedure through online services 24-hours every day.

For the time being, we are very passionate to continue this business as our part time job. We see this is a good opportunity to earn side income and at the same time develop our skills in business management to become successful entrepreneurs in the future. Lastly, we really hope that our business will sustain in the long run and bring values to the community.

5.0 ATTACHMENT

[illegible]

Purchase receipt from supplier

Customer's Review



