

**Rosi Meilani & Eka Adrian**

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for Little  
Entrepreneur

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The background is a repeating pattern of pink line-art illustrations on a white background. The illustrations include various types of cakes (slices and whole), cupcakes with different frosting designs, raspberries, and small spoons. A large, solid yellow cloud-like shape is centered on the page, serving as a backdrop for the text.

WE ALL <sup>CAN</sup> BE AN  
ENTREPRENEUR





## Eka Adrian

In the past, I thought selling was more suitable to be done by certain people. Apparently, they too also experience failure and success. However, thanks to hard work, they can achieve success.

People can succeed in selling/doing business not because of who they are, but because of enthusiasm, effort, and determination. Well, besides that, they also have knowledge gained through parents or people around them who are also sellers or business men/women.

We can all be successful entrepreneurs. Me, you, all of us. If you live in an entrepreneur family, you're lucky because you have a seller's soul. But, don't worry, for all of you who are not from an entrepreneur family, there are plenty of opportunities for you. As long as you try hard, you certainly can do it. For that reason, this book is made.

In this "Little Entrepreneur" book, you can try doing businesses according to your interests. You like making cakes? Especially if your cake is delicious, just sell it. You like making trinkets? Well, this also has a good market. You are not good at making cakes and not good at making trinkets? It is okay. You can still sell other things. More will be explained in this book, that's why, keep on reading until you finish.

Honestly, the writer (Rosi) was not an entrepreneur, but she was an employee. But, for some reason, Rosi stopped being an employee, and chose to be an entrepreneur as a last resort to keep earning money.

Yes, for many people, selling is the last choice when labor and work experience are no longer considered suitable. As if, selling is just the last resort when you have no other options, it is not a job that makes you proud. I hope as the day goes by, this opinion will change.

Well, guys, selling is cool, you know! As a proof, nowadays there are many young people who are good at selling and become successful entrepreneurs. For example, Kaesang Pangarep, the son of President Jokowi, you know him, right?





The term 'entrepreneur' sound cool, right? It actually means a businessman/businesswoman, someone who sells/trades/does business. So, we will use the word 'entrepreneur' to make it sounds cool and make you more confident when you try to sell something 😊







I was raised in a family of civil servants. Starting from my grandfather, parents, uncles, and aunts, almost all of them become civil servants and teachers. Only a small proportion of them work in private companies. With such family background, I never imagine myself becoming an entrepreneur.

My father was a civil servant and my mom was a housewife. Once, my mother said she wanted to try selling *gado-gado* (Indonesian dish of cooked mixed vegetables and hard-boiled eggs) in my house's garage. I was doubtful. Selling? Gosh, it's embarrassing. The thing is, I thought we do selling because we just have to, to make ends meet. What would my friends say when they found out about it. Eka, the girl of a *gado-gado* seller. But, a plan was just a plan. My mom had never really sold a *gado-gado*.

**Even if I didn't have an entrepreneur "line"  
in my family, but little Eka could already earn her own money.**

That's when I was in elementary school. So, since I was little, I really liked reading. I had a large collection of books. After all the books had been read, they were left piling up. Eventually the books filled my bookshelf. At that time, I thought, "What if I rent my books to my friends?"







From that idea, I finally rented my books to some friends at school. And, the response was good. In fact, the information spread quite widely until finally many friends rented my books.

Anyway, I didn't bought all story books in my collection by myself. Mostly it was given by my aunt. My aunt was a teacher. She often gave books. Whether it's a science book, children's story books, children's magazines, and so forth. Therefore, I was very happy when I visited my aunt's house because I would definitely get books for free when I came home. The more often I went to her house, the more to add to my bookshelf. Of course, I became even more enthusiastic about renting out books to my friends.

But, the books given by my aunt were not new books. They were all pre-loved books. Even though they were pre-loved, they were still in good condition. If the cover was a bit shabby, I just needed to buy a new book cover. That's it, the books were ready to be rented out to my friends. Reading at school is just a few rupiahs, reading at home is just a few rupiahs.

At that time, the price of rented books was not much, but if there were a lot of renters, the results were pretty much too. That was my first business that made me happy and proud. Happy, because it turned out that making money was easy. Proud, because at that time I was in elementary school. Then I thought, "Oh ... I can make money this way too, huh?"

A hobby that could earn money, even though I had never thought of it before. Just because I loved reading, my book collections got bigger, then I rented out the books, and finally it generated a result. Apparently, making money is quite easy, isn't it?

## If I can do it, you can do it too!

My story is not finished yet. I really love selling and doing business. Selling by stuffs by the side of the road, at exhibitions, at malls, I've done it all before. Apparently, selling is fun, you know!

The grown-up Eka has worked for several times in private companies, taught at state universities, up to becoming a civil servant, but ultimately business and selling is the world that she prefers. For me, becoming an entrepreneur is more suitable to my heart and soul. This is my hobby.





Hobby? Yes, hobby! So, if somebody asks what my main hobby is, it is **SELLING!** Selling is really fun! Let's learn to sell and do business since we are little. Why should you be ashamed?

By reading this book, whoever you are, dear children or fathers and mothers who want to study business, you all can be inspired. Just start with a small, easy thing that we like. The way is by reading this book first!





The background is a repeating pattern of pink line-art illustrations on a white background. The illustrations include various types of cakes and pastries: a multi-layered cake with frosting and sprinkles, a cupcake with a swirl of frosting and a heart on top, a slice of cake with a raspberry on top, and a small round cake with a swirl of frosting. There are also small raspberries and spoons scattered throughout the pattern.

**SELLING?**  
**WHY SHOULD**  
**WE FEEL**  
**ASHAMED?**





**G**od created humans with different characters. Some are active, hyperactive, some are calm, and some are quiet. There are those who have high self-confidence, there are also those who lack self-confidence.

You are lucky if you have high confidence. Usually, people who have high confidence are good at interacting with people, new people. Including when that person decides to sell. Because by selling, you will certainly interact with many new people. As a person who has high self-confidence, it is an asset of you to become an entrepreneur.

**But, God created humans in a variety of characters, then what will happen to those who lack self-confidence?**

Do not worry, success belongs to everyone. Only if you want to try.

For some people, when they start selling, there must be a shame. It was also felt by the writer. So, it's natural that those who want to start selling feel ashamed. But, a shame must be resisted. How to fight it? Be determined.  
Say to yourself in heart,

**"I Want to Be an Entrepreneur!"**







## Fighting That Heavy Feeling

Honestly, starting "something" will feel heavy at the beginning. But, rest assured, after it starts to "run", especially then it "produces" something, it will certainly make you happy. After that, the road ahead will feel easy, it just flows. So, if you have an idea to do something, whatever it is, including selling, once there is a heavy feeling in the beginning, immediately fight it then go on.

Fight that heavy feeling with strong motivation. Or, just thinking about the cash you are going to get, it is also okay. Only you can fight that.

Now, who has ever felt that? Let's say, you want to sell something. However, it is hindered by shame and you are confused about how to begin. Then, you make it through the tough stages, you keep selling, and your product sells well. Then, you earn the money from your own sweat? How does it feel? Happy, right? Yes, that is how it feels.

After going through that feeling, surely later on you want to repeat that success again. There is a burning passion to go back to selling, right? Indeed, everything will be heavy at the beginning, but after running smoothly and what you are selling produces something as expected, you must feel happy.









Seriously, that heavy feeling must be resisted. How? Determine first, what is your motivation for selling? Let's say, your motivation to sell is to increase your allowance. Or, to buy items you want. Or, maybe you want to buy a birthday present for your beloved mom, and so on.

It is okay if money becomes our business motivation, whatever it is, as long as it is for good purpose. Especially if the motivation is raising money for charity, sharing with people in need, uhh. It is very cool, right ...

