



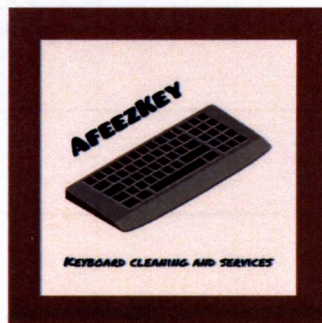
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

BUSINESS OPPORTUNITY OF:

KEYBOARD CLEANING AND SERVICES



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20th JUNE 2022

30/6
Siti

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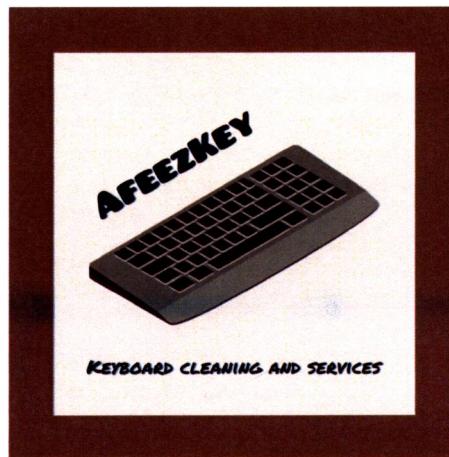
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EXECUTIVE SUMMARY

According to (Encyclopedia, 2021) the simplest way to describe business opportunity where the buyer invests and allows them to start a business. All the franchises are basically a business opportunity but somehow not all the business opportunity are franchises. Based on our second assignment, we are required to conduct a business activity which we are required to sell product or offer services. The business opportunity involves selling or leasing a certain item, equipment, or services where buyer can use that to start a business.



However, the business I opened is a cleaning service that is more specialized in keyboard cleaning and services. The logo that I have created above is to attract people to check out on my business which is keyboard cleaning and services. The name that I gave to my own business is AfeezKey. The reason why I put AfeezKey is because it is combination of my name and keyboard. In addition, keyboard cleaning mean is clean the keyboard where it has dirty on the keyboard. Not only that, cleaning the keyboard mean it will look visually appealing and it help to remove the bacteria and germs that have being found on the surfaces. In other hand, it can help to make it functional underneath the key and making it stick with the plate.

MyENT REGISTRATION



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MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg
diceburi : Perkhidmatan Lain-Lain
Tempoh Berniaga : 1 MONTH
No. Pendaftaran Perniagaan :
URL Perniagaan :
Alamat Premis Perniagaan :
Tarikh Mendaftar : 12 Jun 2022
Tarikh Kemaskini :
Tarikh Cetak : 12 Jun 2022

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PROJECT DESCRIPTION - BEFORE ACTIVITY



GAMING KEYBOARD



STANDARD KEYBOARD



WIRELESS KEYBOARD

To begin, the activity that I do is keyboard cleaning and services. The reason why I choose this service is because keyboard is the place where we use to type every day since we are facing the pandemic Covid 19. Nowadays, we are mostly will be staying at home and we will be in front of our computer or laptop to do works. We will need our keyboard and some other thing to do such as meeting, works or other things that required us to use our keyboard. On the other hand, streamer or gamer will usually be using the keyboard because they will be playing games with the keyboard, and it is important to keep it clean so that it will in a good condition, and it can be use many years without any problems.

Nowadays, there are many types of keyboards such as gaming keyboard, standard keyboard, wireless keyboard and many more. This service will be more suitable for those who are working, gamer, and streamer because they will be using the keyboard every day. There are a multitude of reasons to clean the keyboard, for example cleaning the keyboard will clean of all the germs that might accumulate the lower our chances to get sick. In addition, the key caps would not accumulate too much grease or stickiness which can help improve of typing experience. As a result, it will always look clean, and it will be nicer on the set up for the streamer.

I normally provide these services Monday to Friday, starting on 13th May and ending on 13th June, with hours of operation ranging from 8 a.m. to 10 p.m. Basically, the customer will send the keyboard to my place, because I have a complete cleaning equipment for the keyboard. Sometimes, I need to go to their place and start to clean their keyboard in front of my customer so that they will satisfy with my cleaning service that I provide and to make sure that I will not make any damage to their keyboard.

To explain, how people may know about my keyboard cleaning services? I started to promote my services through media social such as Instagram and WhatsApp. Besides, I also seek help from my friends to help to promote my service through their media social too. Therefore, my business started from bottom slowly and it started smoothly. Customers will contact me at random if I post on Instagram. Within a week, I will start posting on Instagram, which will indirectly increase my engagement on that network. Customers will contact me via WhatsApp phone number which I include in each Instagram post.

PROJECT DESCRIPTION - AFTER ACTIVITY

Before I started my business, I had a lack of confidence, felt bashful, was frightened to deal with people, and was concerned about not doing good in my services. After I got support from parents and friends over the last month before I started my services, it has changed my life to a better person in business and made me more daring to deal with customers. Now I am more confident in moving forward and offering the finest service to each of my customers.

Throughout 30 days, I received a large number of clients from various religious, age groups and races from gamer, streamer and people who work from home. Of all the clients I met, I love talking to them and having fun while cleaning and talking to them. My keyboard cleaning services have attracted the attention of gamers, who wanted to learn how to clean their own keyboards easily and effectively.

I began my business with RM50 of my own money to buy a complete equipment that I needed. For the tool I required are brush, keypad puller, screwdriver, towel, and water spray (keyboard cleaner). I bought the equipment all new because I did not want to mix it with my other equipment. Atleast I have special equipment to make this service so that it is organized and not mixed with others. Therefore, this will simplify my work as I have adequate equipment with with all things arranged.

CASH FLOW STATEMENT (within 4 weeks)

ITEM	PRICE PER UNIT (RM)	QUANTITY (unit)	AMOUNT (RM)	TOTAL (RM)
KEYBOARD (NORMAL CLEANING)	10	9	90	
KEYBOARD (DEEP CLEANING)	15	7	105	
GROSS SALES/PROFIT				195
(-)EXPENSES				
BRUSH	7	1	7	
KEYPAD PULLER	12	1	12	
SCREWDRIVER	6	1	6	
TOWEL	2.5	4	10	
WATER SPRAY (KEYBOARD CLEANER)	15	1	15	
TOTAL EXPENSES				50
NET PROFIT				145

BUSINESS MODAL CANVAS

<p><u>KEY PARTNERS</u></p> <ul style="list-style-type: none"> • University • Worker 	<p><u>KEY ACTIVITIES</u></p> <ul style="list-style-type: none"> • Keyboard cleaning services 	<p><u>VALUE PROPOSITIONS</u></p> <ul style="list-style-type: none"> • Save more times • Save energy • Service at affordable price <p><i>what service offer?</i></p>	<p><u>CUSTOMERS RELATIONSHIP</u></p> <ul style="list-style-type: none"> • Promotion strategy • Communities 	<p><u>CUSTOMERS SEGMENTS</u></p> <ul style="list-style-type: none"> • Friends • Worker
<p><u>KEY RESOURCES</u></p> <ul style="list-style-type: none"> • Cash (Financial) 			<p><u>CHANNELS</u></p> <ul style="list-style-type: none"> • WhatsApp • Instagram 	
<p><u>COST STRUCTURES</u></p> <ul style="list-style-type: none"> • Cleaning Tools 			<p><u>REVENUE STREAMS</u></p> <ul style="list-style-type: none"> • Usage fees 	

EXPERIENTAL LEARNING

This business instructed me that beginning a business isn't quite so straightforward as I naturally suspected, particularly when I need to do it single-handedly. Therefore, I learn how to treat customer wisely, kindly, and in a proper way. I also learn how to handle situation where customer is a hot temper and no patience. Throughout 30 days, I learn to improve my communication skills and my soft skill on how to manage my keyboard cleaning for effective and correct way.

The advantage of opening the business is I can gain money for my own where now I can use my own money to buy my own stuff during my study week. I also met new people and friend regardless of religious, race and age. Since then, I have new friend because of the business that I did and who knows my business from keyboard cleaning I can open a computer service one day.

Next, starting a firm of this type may provide students with opportunities to explore larger endeavours in the future. Doing business allows students to enter the industry, even if just on a part-time basis. In actuality, I understand how tough it is to run a business while studying. I understand the importance of time management because I want to graduate with academic excellence and obligations as a foundry worker who wants to be self-sufficient without placing a pressure on my parents.

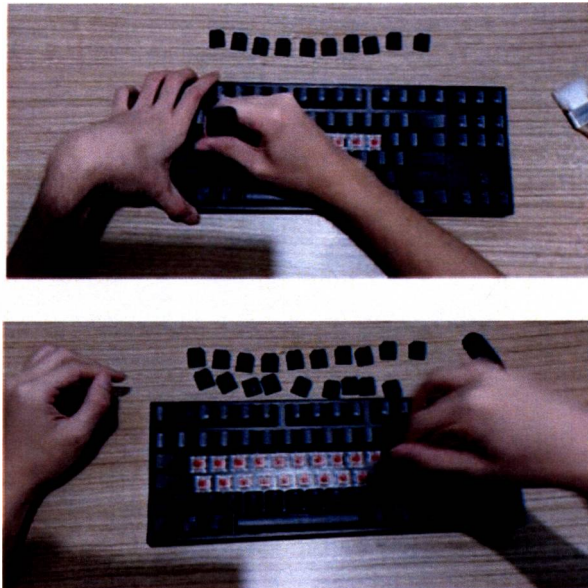
In spite of all that happened to me, I was content with the outcome. This is on the grounds that this firm permits me to acquire new abilities in business the executives. This data and experience, I think will help me later on, particularly when I go after different positions. Likewise, this business gives me a benefit. I recollect how cheerful I was the point at which I accepted my most memorable benefit and decided to save the cash as opposed to spending it. In light of investing my energy doing this business, I had the option to go through my ends of the week accomplishing something useful.

CONCLUSION

In conclusions, a business is an association where individuals cooperate. In a business, individuals work to make and sell items or administrations. Others purchase the items and administrations, the entrepreneur is the individual who recruits individuals for work. A business can procure a benefit for the items and administrations it offers.

Furthermore, the initial goal of this business opportunity was to expose students to real business through this business opportunity. The most crucial aspect of this process is determining if a concept is a viable business possibility. A business opportunity is the catalyst for a business endeavour and consists of a set of market circumstances that allow a company idea to become a business venture. Essentially, the BMC is a visual means of identifying significant parts of our business and how they interact to one another. Using the BMC, we can have a comprehensive understanding of our value proposition, operations, customers, and finances.

APPENDICES



KEYBOARD (NORMAL CLEANING)



KEYBOARD (DEEP CLEANING)

