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UNIVERSITI
TEKNOLOGI
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FACULTY OF SCIENE ADMINISTRATION AND POLICY STUDIES

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

NAME OF THE COMPANY : DELICIOUS CUPCAKE CAFÉ
TYPES OF COMPANY : CAFE
PREPARED BY :
PROGRAMME : AM110
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1.0 EXECUTIVE SUMMARY

In this report, we focusing on our business plans and matters such as opportunities of the business. Other than that, we also focused on how to make and implement strategic plans in our business in order for our business continuously consumed by the customers and to achieve our goals. We have chosen Delicious Cupcakes Café for our business opportunity. After collecting all the information, we has identified the needs and wants of customer, scanning the environment and evaluating of self and the community and lastly screening of business opportunity. Our client is customers identifying as middle and low class who want consume product with affordable price. We are targeting students in UiTM Campus 2 Kota Samarahan because we have delivery services of our product to customer. Our business location is adjacent convenient store.

Delicious Cupcakes Cafe offers a variety of cupcakes and soft drinks that give nutrition of health, low sugar, and low calories and also receive halal certificates that tastes great and looks amazing. Delicious Cupcakes Cafe is a product based company, which means our business makes the products and sells them to the customers. Our products are more appealing to our competitors because we put the time and effort in making our cupcakes taste great and look great too. Besides that, our marketing strategy is to emphasize the quality and price of our products and services. In our cafe, the customer hand picks a freshly made cupcake in the flavor of their choice, and then is able to completely customize it. This service allows the customer to feel like they are in control, and receive the product exactly the way they want it.

Due to our target customers, we will be able to be open daily at 10 am and remain open until 6 pm and until 7 pm on weekdays. The business has faced several problems such as lack of marketing strategy, limited space and others, but we can solve and manage it without affecting the other matters in the cafe. In addition, we also take note of the customer's comments and feedback on the products and services we provide, so that we can satisfy our customers.

2.0 EVALUATING OF BUSINESS OPPORTUNITY

There are three approaches to evaluating the business opportunity. The approach to evaluating the business opportunity can be seen through environment, oneself and the community. It providing that the evaluating of business opportunity was not conducted before running a business, then the business will not be able to operate as the mission and vision of the organizations.

The first approaches to evaluating the business opportunity were managed the environment. The changes in environment can give a lot of advantages and disadvantages to our business. Several methods such as the total population structure, income and taste by the students, media and internet and social problem are including in the important of evaluating the business opportunity.

The important criteria before running our cupcakes business, we must make sure that we can serving and satisfy the “needs” of cupcakes by the students as same as the total population of students in University Technology Mara (UiTM) Campus Samarahan 2. Quite simply, the terms of “needs” can be defined as something that we need to survive in our life. For example, the needs of UiTM’s students are including food such as the cupcakes. We as the business organizer know on how to serving and satisfy the UiTM’s students with our total amount of cupcakes based on the total population structure of UiTM’s students. Providing that we are sales less amount of cupcakes with the huge amount of the total population, therefore we will lose our profit. While, if we as a business organizer proving more cupcakes based on the total population of UiTM’s students, so that we can increase our cupcakes profit in the future.

Second is income and taste. Income can be defined as the money that an individuals or businesses receive in exchange for providing a good or services through investment. While, taste can be defined as the ability of UiTM’s students to choose or buying something that they prefer the most. Providing we as a business organizer, in the context of income and taste by the customers, we are sales our cupcakes with a relevant price. For example, we are selling a piece of cupcakes which are RM4 for small size and RM4.50 for big size and we also proving free soft drinks if the customers buying four pieces of the cupcakes. The

customers also can buy soft drink if they want. With this reasonable price of our cupcakes and free of soft drinks, all of the UiTM's students are invited to come to our Delicious Cupcakes Cafe and buy our fresh cupcakes.

The third criteria before running our Delicious Cupcakes Cafe is we as a business organizer prioritize the methods to deliver the cupcakes through media and also by using the internet. For me as a business organizer, we know that all UiTM's students already knew what cupcake is and they are familiar with this kind of foods. For example, our Delicious Cupcakes are made from 100% of "halal" products. We also serve the cupcakes to all of customers regarding to their own races and religions. For more details, providing us as business organizers has viral on media and internet such as Facebook, Instagram, Twitter and Whatsapp about our Delicious Cupcakes Cafe. So that, we as a members of this cafe hope that there will be no more questions on what is the cupcakes made from and who are only can eating the cupcakes that we made by our own cafe.

The fourth criteria in evaluating the business opportunity providing us as a business organizer have to facing social problem by the customers. This is because to open one company is not easy thus we have our own risk and most challenges social problem to overcome. For example, our company of Delicious Cupcakes has facing problems on how to choose the menu for the cupcakes. This is because we only have limited menu for a piece of each cupcakes. We has limited menu for each cupcakes because we wanted to achieve our objective which is to reducing the cost and increase our profit in the future. Next, our Delicious Cupcakes social problem is we are lack of customer services. This problem happens due to our small amount quantity of workers that has been hiring since this cafe is open. As a professional employees, we have our own strategies to overcome this problems such as we will added some new menu for our cupcakes and hiring more than a five employees in our cafe.

Lastly in the approaches of evaluating the business opportunity, the risk in the entrepreneur cannot be avoided by the business organizer. The business organizer must take a lesson if they are facing declining in environment situation. Thus, they should change the marketing strategies and buying more assets to satisfy the needs and attract the customers to buy their cupcakes.

2.1 EVALUATING OF SELF

In business opportunity, it has to evaluate of self which consist of experience, knowledge and skill, financial, network, and interest. The purpose of the evaluation of self is to highlight strengths, correct performance weaknesses, and develop unused skills and abilities. For the experience, one of our business members having the experience from working at the cupcakes shop before this. So, from that experience, we apply it in our business and that person will teach the other member how to make the better design of the cupcakes to attract more customers from that.

Besides that, the other members also have the knowledge and skill to design the cupcake. All of the knowledge were used in the business to ensure our business provide more quality cupcakes with a good taste and result from the customer. Without the knowledge and skill, we may lack of idea to designing the cupcake as well as the professional do. This member who having the knowledge and skill will handle the arts that should be draws on the cupcakes surface to ensure the cupcake looks neat and make the customers excited about it.

For financial, all of the business members should take out their personal saving to be as a capital of the business. In this part, we should know how to evaluate our own resources. From that collected personal saving, we will divide it carefully to avoid the wasting of the money in the business. Proper budgeting will help prepare a business owner for the financial commitment, but it is the unanticipated sacrifices that come with owning your own business that give the true test of one's commitment

For the network, in our business we focus on students and lecturers in UiTM Campus Samarahan 2 to come and buy our cupcakes. We using the social media as our medium to promote our cupcake and we provide the delivery services to our customers. So, from that medium, the students and lecturers will share the information about our business to other user of social media such as Facebook, Instagram and others. It will increase our customer day to day and it also will bring to achieve the higher income or profit in our business.

The last one, interest, all of the business member has the same interests which are make the cupcakes. From the interest itself, we run for this business and try to achieve the customer expectation by taking advantages of what we have in our self. Without the interest from the member, we will be failed to run this business because it should be burden to all of us but back then we all having the same interest and take out all or collect all of our ideas to produce quality cupcakes that will be giving happiness to the customer.

2.2 CONCEPT AND VISION

As we know nowadays, every business has their own concept of business that includes basic information such as the services or product, the target demographic, and a unique selling proposition that gives a company an advantage over competitors. This is because, the concept of the business plays a big role to make the business more attractive, productive and can gain more profit from the customers. Without the concept of our business, we cannot meet the customer's wants and needs based on the business that we run. We should meet the customers' expectations to satisfy them with our business.

In our business which named "Delicious Cupcakes", we focus on a bakery concept statement should include the basic information about what your bakery is and does, how it is unique, and who it serves. From this, we can produce cupcakes with good quality and affordable prices that will gratify the customers. Also, our point which make a variety design of the cupcakes that could the customers to choose their own taste design so from that it will make them satisfied with their own choices. This concept will attract the customer to try our cupcakes and they will see our cupcakes differ from others cupcakes bakery.

One other concept that maybe important in every business include our business is the location to do the business. "Delicious Cupcake" will be doing the business whereas easy to reach and not too far for the students and lecturers to go there. It will save their time because "Delicious Cupcakes" near their location at Campus Samarahan 2. It will give the huge impact to our business because many customers will go there based on the wants of the customer. Our business is expects that are many customers will come to our cupcake shop because we only have on competitor which is Mama Bakery but this bakery only provide a small quantity of cupcake.

As a vision of "Delicious Cupcakes", we collaborate with the customer in creating custom, designable, unique to them with guarantee satisfaction bringing happiness and excitement to each customer. We also provide the top quality of taste to each individual

pieces of art as the customer envisioned. We build a business by engaging in the customer's experience, innovation and customer focus, delivery of result, trusting, inspired and successfully reaching expectations. Lastly, we provide cupcakes for the UiTM Campus Samarahan 2 communities for which business serves with quality products and give back to what makes communities.

2.3 SCREENING OF BUSINESS OPPORTUNITY

1. Legal

Every business that established in Malaysia has to fulfill the entire requirement that needed by the government before want to open and starting their business. As our business, we will register it to authority so that we can open our business. The business that we want to open is at UiTM Campus Samarahan 2, so we also needed an accepted from UiTM also. If our business fulfills the element that legal want so we can start our business name Delicious Cupcakes Café. Since our business is food-efficient, there are federal regulations regarding what can and cannot be added to, sold as, and processed food. In addition, when selling food it will need licensing from a local health department which is in Malaysia we need license from Jakim called certificate of Halal. After meet all the criteria that have been set, our business is eligible for certificate of Halal from Jakim.

2. Monopolistic Power

Monopolistic power characterizes an industry in which many firms offer products or services that are similar. In addition, it is ordinary things happen that happen in our business because without competitors, we will not try to put an effort for improve our business. Monopolistic power means they have bigger share of profit in that area. Our business named Delicious Cupcakes Café operated in UiTM Campus Samarahan 2 and our competitor is Mama's Bakery which has long been operated. The bakery have attracted more students since they have a lot of delicious buns, cookies, cupcakes and many more and the price also affordable. So when our business will open we need to compete with that bakery.

3. Level Competition

The business that we want to open has the competition with other business. We were competes our products with the bakery that have been available at UiTM Campus Samarahan 2 and bakery has attracted more customers since the price that they offer was affordable. In addition, that bakery is one and only at UiTM so that's why they can attract more students to buy it. So our plan is, we are keen to attract our customers which are students and lecturers to buy cupcakes by placing various types and the price of it is able to buy. Furthermore when

our customers buy cupcakes three pieces they will get free one free soft drink. We are doing this because the existing bakery does not do that to attract their customers.

4. Capital Requirement

Capital is the most important to start the business. In addition, it is the sum of funds that the company of business to achieve the goals. To start our business we must have capital to operate the business. Since our business is cupcakes café, so we need the right ingredients and place to keep our businesses running smoothly. We consistently use our own savings and then we if we have the profit we will turn the money to make capital again. We will seek for the lower price to rent the place and its must be strategic so that our customers can buy our products.

5. Risks

When start a new business, risks come for every direction such as legal risks, financial risks and problem caused by human error. Every business that we want to established of course have the risks and we need to deal with it. As we want to make a business of cupcakes the risks is the cupcakes is always undesirable every time. Additionally, when we make the cupcakes most likely in one day does not necessarily be sold and will affect our business. To avoid this situation then we plan to just make cupcakes in the quantity in less to avoid the wastage.

3.0 IDENTIFICATION OF BUSINESS OPPORTUNITY

First of all, we have chosen Delicious Cupcakes Cafe for our business opportunity. We decided to open our cafe at UiTM Campus 2, Kota Samarahan which is beside the Mama Cafe. The main reason why we choose this place because it is a strategic place where students often go there as there is also ATM, Stationary Shop, Printing Service and Mama Bakery near our cafe. Our cafe will be open at 10am until 7pm on weekdays and will be close on Sunday.

Our desire to open this Delicious Cupcakes Cafe comes from our own interest with cupcakes. Besides, when we asked our friends if they like cupcakes, we found that most of them like it. So, we take this as opportunity to open our cupcakes cafe at UiTM Campus 2 as we found that most students love cupcakes. Our competitor in UiTM Campus 2 is Mama Bakery as they also sold a cupcake but only with limited flavor.

We provide various flavors of cupcakes with different topping in order to fulfill the wants of our customer. We also give a choice in term of size of our cupcakes which is medium size and large size. As for the price, our cupcakes are guarantees affordable by our customers especially students. For medium size, our cupcakes only cost RM4 and for large size only RM4.50, if compare to Mama Bakery, our prices are more cheaply and worth it for students to buy.

However, we do face several problems in opening our cafe which is marketing strategy and others. In fact, not everyone likes the cupcakes due to the sweetness. In this case, we decrease the sugar level in making our cupcakes to attract our customer and they can eat cupcakes without any hesitation because our cupcakes are less sweet but delicious and tasty. Other than that, in order to attract more customers and to alert them to the existence of our cafe, we promote our cafe in social media such as Facebook and Whatsapp. It is easy for us to do a promotion of our cafe in Whatsapp as the students here do have a buy and sell groups in Whatsapp.

Hence, we believe that our business has a potential for growth as we manage to solve the problems and we had meet the wants of our customers with providing various flavors of cupcakes that are less sweet and still delicious yet affordable for them.

4.0 SELECTION OF BUSINESS OPPORTUNITY

4.1 Product

In our business, we sell different kinds of cupcakes of different sizes, flavors, toppings and more according to customers' taste. It is one of the ways we do to attract more customers and increase our profits. The specialties of the cupcakes sold in our café are customers can choose their favorite toppings that we provide which consist of fresh fruits that have been cut in accordance with the size of the cupcakes. We only use fresh fruits like oranges, strawberries, blueberries, kiwi and more. In addition, we also provide topping made of chocolate, melted peanut butter and nutella, melted jelly or jam, honey and sprinkles, powdered sugar, marshmallows and others toppings and can also request for the desired design cupcakes of customer to achieve their satisfaction. Our priority is to get customers satisfied with the quality products and services that we have provided.

4.2 Facilities

We also provide some facilities such as Wi-Fi, the café's internet connection in our café are free and fast. Limiting the internet connection will only turn the customer's off. Other than that, we also have several tables and chairs for customer that want to eat while completing work and so on. It aims to provide comfort and convenience to customers when purchasing our products. In addition, we also installed the music in the café. Most cafes nowadays usually play jazz music. Oldies, reggae and pop music can be poor choices for cafes as most people will prefer laid_back and calm music. We are not only focusing on the facilities provided, the café's atmosphere is also very important. It can either go with a specific theme or simply have a good layout of the chairs, tables and decorations.

4.3 Competitors

In the meantime, we have a competitor which is Mama's Bakery. In Mama's Bakery, they sell variety types of bread, cupcakes and others but they limit the number of products. In addition, they do not sell drinks. They also do not have the facilities that we provide in our café, for example, Wi-Fi, chairs and tables to facilitate customers to sit while waiting for the purchased products. We have many advantages over Mama Bakery, that why we feel that the competition is less because Mama's Bakery lack in some aspect in their business. Our Cafe also provides discounts to customers who purchase cupcakes with a certain amount at reasonable prices for students in UiTM.

5.0 CONCLUSION

In conclusion, we believed that we can provide a products and services for the students and lectures in UiTM Campus Samarahan 2. We hope that our business grows better and always cares for the comfort and customer satisfaction. In addition, we will also be fully committed to the business and will work to improve the shortcomings we face. We hope that our business will receive positive feedback and support from students. Creativity and innovations play an important role in our business. Its can improve the process in solving the problems that every business is facing. Creativity and innovations within in a well-run company have also can increase the productivity of an organization.

The business that we have chosen for our business opportunity is based on weakness and strength that we have identified. We believed that this opportunity business has a good success in the future. Other than that, we also think that our business would have a good financial returns because the products and services itself got positive feedback from customers. Moreover, it would give results in market growth as the products sold are increase due to high demand for the products from customers. We really hope that our business is growing and getting more support from customers. We will also try to make our best for our customer in order to satisfy their needs and wants.

6.0 REFERENCES

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7.0 APPENDICES

