

PRINCIPLES OF ENTREPRENEURSHIP
ENT530
SURPRIZEE HOUSE

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Special thanks and reference to our group business partners and the one address are as mentioned below:

1. Frederick Maxwell Bin Petrus
2. Nur Aji Nurul Magal
3. Pg Mohd Syafiq Amirul bin Pg Rafiq

Business location:

University Technology MARA (UiTM) Sabah,

Kampus Kota Kinabalu, Bag. berkanan 2/1,

83000 Kota Kinabalu, Sabah.

We hope that our business plan will satisfy your requirement for our subject Fundamentals of Entrepreneurship (ENT100). We also hope that our business plan will give large benefits to those who are interested in doing the same business venture. Thank you.

Yours faithfully,

FREDERICK MAXWELL BIN PETRUS

PARTNER IN SURVIVOR HOUSE

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1) EXECUTIVE SUMMARY

This business is based on partnership where it consists of three (3) major members who all of them hold very important positions in the company. The started business capital is amounted to RM 300 whereby, the total contribution of each member is RM100.

Since our company name “surprizee house” which the name of “surprizee” came from the word “surprise”, Surprizee House offers one of the most unique products and services for example custom or desirable cake, chocolate flower, hamper and others. The main purpose of this company is to provide a quality services and full fill the customer demand. In addition, the competition in this business venture is still not much other business venture plus in was suitable in any occasion such as convocation, birthday, and special gift. Surprizee House also provides delivery service or in other words cash on delivery where it will be charge to their customer at certain amount based on the place that will be delivery, however if the place of delivery is near to Sepanggar to Likas, it will not be charge or in other words free of charge for delivery. At first Surprizee House is a company which only target their market on student however, because of many demand from others which usually order came from adult, it leads Supreze House to improve their target from only student to student and also adult.

To make our company more interesting, we create an innovation creative technique because we discover that there is a lot of opportunity to create an income to us. Other than that, we make our own observation throughout the other business to make our company known easily; we create a fan page on social media site such as the Facebook and Instagram. Other purpose of this fan page is to make our company to be sustained in the market for a long term.

3) ENVIRONMENTAL INDUSTRY ANALYSIS

Compare with all the company who sells products just like us which are surprise or gift product, they currently lack of consistency in terms of their products and services. Some of them just produce their products without concern or aware about the quality of their product. This will lead to lack of consistency of the product's quality that will lead to different taste or design and will lead to customer complaint. Consistency of each product is important so the product will have same quality from the first customer who consume to now. It represents our company so we need to aware of it so we can fulfil the customer's satisfaction. That is why Surprizee House wants to our fulfil customer's needs in terms of their requirement on design and quality that they prefer.

The competitive advantages that we set to our product are cost of leadership or in other words low price. We set our price lower than the other competitor for example Secret Recipes, Multibake, Kak Kiah and others. Eventhough, we set our product in low cost, it will not affect our product quality where we make our product with high quality and based on our customer requirement. Other than that, we also applied differentiation to our product, whereby we produces our product different than the others for example our chocolate flower product that we sell during the convocation. In the future, we hope to expand our market so we can share our unique product to other people.

We are currently faces a lot of competitors since there are lot of rival out there who are offering the same products and services that we offer both locally and foreign competitor. Specifically our competitors would be the one who open their business in market directly to public for example open they own store. There are also some young entrepreneurs out there who sell variety of product including cake that will affect our share market but lack of advertisement or not involve in online technology for example Facebook and Instagram. In future, we want to become one of the biggest raising company in Sabahan who sells surprise or gift product. This wise movement will help us become well known and could gather a lot of potential buyers from a big company who wants to order hundred pieces. This could reach to the high profitability of our company.

Based on the current sale of our products and services, it has potential that this company can go beyond because of the demand in the market. Currently, people nowadays seek for low cost but high quality of product especially for custom cake and chocolate flower. During the convocation at the UiTM currently, we had involve or selling our product especially chocolate flower for the convocation, the chocolate flower that we sell are all being sold out at no time at all, it is because our product different than the others and also cheap. The demand for our product keeps on increasing over time because of its uniqueness and high quality. There are also many requests on making a custom made chocolate flower and custom cake for UiTM during Entrepreneurship Day on 5th December 2017 that we involve and this product could lead us to earn more profit.