



UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)**

**BUSINESS OPPORTUNITY**

PREPARED BY,

FACULTY & PROGRAMME : FACULTY OF CHEMICAL

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PROJECT TITLE : CYBER BOOKSTORE

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## **EXECUTIVE SUMMARY**

The business is based on partnership where it consist of three members. Our business are to provide stationery and books and also provide printing, photocopy, laminating and binding services and also fast connection of internet. We are introducing “2 in 1 services” which we are combining cyber cafe and bookstore into one business entity.

CYBER BOOKSTORE is a shop that providing complete stationery and books that needed for the students. Not only that, we also providing services that commonly used by the students in doing their assignment and researches such as black and white and coloured printing&photocopy, binding and laminating. The uniqueness of our bussiness is taht we are uprading our stationery store with few computers that have fast connection of internet that can be used by the students for their works.

Our vision is to be the most outstanding Cyber Bookstore which fulfill all customers needs and satisfaction especially in getting their trust and being tagged as the reliable store with high quality services by the combination of cyber cafe and a bookstore.

## **VISION, MISSION AND OBJECTIVES FOR ALL BUSINESS IDEAS**

### **3R services**

#### **Vision**

- ❖ To be the most successful service which is environment-friendly, concern with the Earth's condition, moving toward a sustainable future, awakening the society on the importance of applying 3R principle in daily life and in the meantime reducing the burden of society.

#### **Mission**

- ❖ 3R Services for providing and help in maintaining a clean environment for sustainable development for present day and future generation.
- ❖ 3R Services responsible in answering the 3R concepts and giving an open minded thinking to the society on conserving the Earth.
- ❖ 3R Services reducing the burden of society.

#### **Objectives**

- ❖ To promote the proper waste management by helping the society to practice 3R principle(Reduce, Reuse, and Recycle) in their daily life.
- ❖ Helping to reduce our customer and society's burden by providing service which they no need to go to the recycle centre due to the hectic life..
- ❖ Young generation become more familiar with the aim of 3R services in maintaining the earth biodiversity.
- ❖ Doing collection services in other to help to collect all recycle papers and other recycle materials from room to room in the students hostel and lecturer's room which all this items mostly found.
- ❖ Practicing the society to divide the waste according to their type to make the recycle centre work become more easier.

## **Cyber Bookstore**

### **Vision**

- ❖ To be the most outstanding Cyber Bookstore which fulfill customers's need and satisfaction especially in getting their trustworthiness and being tagged as the reliable store with high quality services by the combination of Cyber Cafe and bookstore that well-known as "2 in 1 services".

### **Mission**

- ❖ To deliver the multi-services which fulfill the multi-need of the community especially teenagers as our targets.
- ❖ To provide high quality of goods, increase the technology facility and supply fast internet connection which help in development of our teenager in giving contribution to our country.
- ❖ To being the most up-to-date Cyber Bookstore by upgrading information technology based on social networks trending in the meantime supplying goods or stationery with affordable price and services for society's need especially teenagers.

### **Objectives**

- ❖ In hope to attract student's attention by offering many services which helps to overcome student's problems as we get this idea based on our observation on student's life style.
- ❖ Help students by upgrading our services with the addition of many services in one premise such as printing, photocopy and binding services including wifi with fast connection, provide computers for student's need and in the meantime, we sell variety of stationery and books which needed by students.
- ❖ Our aim also to improve the life style of teenager that being tagged as student especially University Student to become more easier, saving time, cost and energy with the great innovation of technology that we supply for them to accomplish their work or assignment, as we know, that everything we do nowadays is using internet service and IT Technology.