



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
IDENTIFICATION OF BUSINESS OPPORTUNITY

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EXECUTIVE SUMMARY

Business concept:

- If you are well-known with restaurant industry especially when it comes to fast food chain, it's likely you have heard the term of fast-casual talked about. This business concept is a mash up of fast food and casual dining which has been one of the strongest segments in the restaurant industry over the past era. It continues to prosper, despite the downturn and it continues grow to fit client's needs.

Financial features:

- The fast-casual segment is top among restaurant places that offer lunch and dinner, while family dining places such as seafood restaurants are lagging behind. Fast-casual is in a fast-growth stage and is consuming market share from several other restaurant formats. There are many explanations for this growth, some of which include shifting demographic inclinations in taste, food quality, and food ordering methods.

Financial requirements:

- Most restaurant ideas start from the passion of cooking, but much more than culinary passion is needed to open a successful restaurant. You need money to make your dream come true and continue to enlarge. The problem is that most businesses wait until they need money before applying, and at that point, they are in a financially weak position.
- The solution is being upbeat about the working capital needs. Here are two applicable resources for achieving the working capital you need :-
 - Capital Loans: There are numerous ways to gain capital loans such as alternative funding, traditional banks, project capital and even from family and friends.

- **Business Expansion Loans:** Almost all business owners think of enlarging their business at one time or the other. However, not everyone is lucky enough to make that happen. Businesses are often denied access to funding that they need in order to develop. If you fall into this group, you can seek a business expansion loan.

Current business position:

- Big QSR (Quick service restaurant) brands such as McDonald's, Subway and Starbucks have been facing a huge threat by the leading fast casual restaurants, as the traffic growth in the latter segment surpassed that of every other segment for sixth consecutive year.

Major achievements:

- The growing sandwich segment is largely driven by fast-casual restaurants. Sandwich sales at fast-casual operations saw a 15.1 percent increase for 2017, a rate higher than its five-year compound annual growth rate from 2012 to 2017, according to Technomic data. Fast-casual chains have the benefit of flexibility and ability to respond quickly to trends. This will give us higher chance to succeed in fast food chain especially Mexican fast food since it's hardly introduced in Kota Samarahan.

VISION, MISSION & OBJECTIVE OF FAST CASUAL RESTAURANT BUSINESS OPPORTUNITIES

VISION

- To be the leading fast casual Mexican restaurant in the Malaysia without compromising the quality of our products and service as well as the well-being of our people.

MISSION

- To be the best chain in the world by offering a world class sandwiches and burritos at affordable prices with consistent quality, value and commitment to its customer base.

OBJECTIVE

- The “casual dining” section of the market is a newer industry which is becoming increasingly more popular due to millennial preference. Casual dining is a mix between fast food and a sit-down atmosphere.
 - It has the fast-food convenience aspect of a Taco Bell or Mc Donald’s, the quality of food from a full-service restaurant, and is priced between the two.
 - The appeal for this type of industry is millennial desire for faster service and the willingness to pay extra for a better quality food.
 - i. “Casual dining” style restaurant incorporates restaurant quality with fast food wait time
 - One to two minute prep time per order
 - ii. A defined menu focusing on tacos, burritos, burrito bowls and salads prepared to order
 - Assembly line system enables chipotle to prepare menu items in front of customers.
 - iii. High-quality food sourcing