



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
CASE STUDY/BUSINESS OPPORTUNITY/BUSINESS PLAN**

CHEEZYCHICS

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Executive Summary

“Cheezychics” is located in Kota Samarahan, Sarawak that near to University area (between UNIMAS and UITM). We pick this location because our target markets is students. The location is a well-known place and it easy to find it. Our business focusing more to selling a popcorn chicken with the cheese as our main source.

The popcorn chicken is a chicken breast that been cut into a small pieces that come with a cheese source with it. We provide with lot of options of source. Which is garlic cheese source, spicy cheese source, sweet and sour source, spocky swicy source, kimchi source and mayo cheese source. We using a cheese as our main ingredients of source because nowadays people like to eat a lot of thing with cheese and lot of students like it.

“Cheezychics is a business that put their customer need and want first. It is because our business is to selling a food to customers. It is important to have their feedback and opinion about our products, so that we can improve more for satisfy of our customers.

“Cheezychics” is planning to open a franchise at different place in 2020. We planning to have one in Kuching, because we wanted to expand our business in a urban area. Although that might have a lot of competition among other fried chicken business, we want to make our business more different than other. We want to introduce our business to lot of people and hoping that our business can be recognize by outside the country so that everyone can enjoy our “Cheezychics”.

Vision to Solve problem

The reason why we come up with this business is to what we knew from our perspective as a students and young people nowadays, their like to find a simple plus easy to made and delicious in a same time which is one of it is popcorn chicken and also a cheese source. Other than that, we also take a inspiration from the business company that we interview for our case study report. Why we want to start “Cheezychics”?

1. To attract more young people to realize that in the young age we can start our own business.
2. To introduce to a lot of people that our “Cheezychics” is different from other business.
3. To support local business because lot of this type of business is from outside of the country.
4. To became a place that many people can come to hang up with friends and also with family.

Identify The Business Opportunity

University students always tend to find a new food to explore such as foods that always trending in social media. One of the famous food right now is Chicken with cheese sauce. This food is one of the most popular in Sarawak so students will crave for the chicken especially in Samarahan because there's no one sell this kind of food in Samarahan.

A lot of students always stated that they are craving for this kind of foods because one of the most well-known stall that sells the chicken is far from Samarahan area and the chicken always finish in a short period of time. The demand of this food is very high that Samarahan people starting to complain.

We will ensure that our CheesyChicks will always serve the highest quality of chicken and sauce. We will also provide delivery to anywhere in Samarahan area. We will also provide the best service to the customer so that they will have the feels to come and buy our products again.

We will ensure that the food that we serve at will be at its highest quality. During our previous interview, we can conclude that the problem of the business are transportation and amount of workers. The customer sometimes feel lazy to go the place and they prefer delivery but they can't achieve the goals because they don't provide any delivery. This can cause the amount of the sales decreased. The amount of worker that they have is not enough for them to handle the amount of demands that they get.