



اَوْنِيُوْ سِيْتِيْ بَاتِيْ كُنُوْ لَوِيْ كِيْن مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

### **BUSINESS OPPORTUNITY**

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KEROPOK IKAN KEPING

LOCAL SNACKS

**PREPARED BY:**

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SEMESTER : 5

PROJECT TITLE : KEROPOK IKAN KEPING BUSINESS

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## 1. INTRODUCTION

The three ideas for our business opportunities to run in Kota Samarahan are *keropok ikan keping* café, tea café and hijab boutique. After making all of the considerations needed, we have decided that *keropok ikan keping* have the biggest opportunity and potential in the market target.

There is not existing shops or cafes that served mainly *keropok ikan keping* in Kota Samarahan. The main purpose to run this business is to promote our local snack to the people out there to taste our specialty in making our own homemade *keropok ikan keping* along with our homemade condiments. Putting the two together would seem like the perfect combination in general, thus also suitable for any time of the day. Rich flavours and great environment may be what that this business will cater to the current trend.

Our target markets for this business are the people who come from all ages and from any income level because our products are very affordable since it is a simple snack to enjoy. With this, we can gain profit in return and therefore can promote our local snacks to the people out there. We believed with the growth potential of our business. If there is demand, we will be there to supply. When there is higher demand, higher profit can be achieved. In addition, we would like to make this local snack as a rising trend among society.

## 2. EXECUTIVE SUMMARY

Opening up a cafe that mainly serves *keropok ikan keping* with variety of flavours of *keropok ikan keping* and a variety of its condiments goes really well together and therefore can attract more people as it is a brand new concept and people can go there during their pastime to spend valuable time with their family and friends. This kind of snacks is suitable for all ages and they are light snacks so they can be eaten at any time of the day.

We are venturing into this form of business because we realized that there is an increasing demand for local snack that is the famous *keropok ikan keping*, as nowadays there is limited number and no real business entity especially in Kota Samarahan and the population growth keeps increasing. In this case, we saw a potential growth for this kind of business, so we come up with a *keropok ikan keping* oriented café.

Since our business is on local snacks, it will easily be accepted and can be recognized by all people. Our business is a brand new concept in the industry of local snack food where it differs in terms of marketing. We serve our main product, which is the *keropok ikan keping*, freshly-fried in a cafe-like environment and not as in the supermarkets where it is still raw and some would be slightly stale in terms of its taste. Our specialty in business would be that we served our products handmade which it has a variety of fish flavours to choose that we use and also along with its condiments – ‘acar timun’ and other special homemade sauces.

We believed with the growth potential of our business. If there is demand, we will be there to supply. When there is higher demand, higher profit can be achieved. We would also like to make this local snack as a rising trend among society. We also believe that the growth of our business will increase and there are more branches to be opened due to the increasing demand from customers. Besides, we hope to be the best local snack – *keropok ikan keping* oriented cafe and supplier in Sarawak. With the profit gain, we will be able to increase our service standards and ingredients quality by using modern facilities and technology.

The business we plan to pursue is very promising and has strong potential to expand. The lack of *keropok ikan keping* oriented cafes may play a huge factor. Due to the lack of competition, we feel like it gives us a chance to establish a name of our products for the consumers.

### **3. MISSION, VISION AND OBJECTIVES**

#### **VISION:**

Our vision is to provide the best *keropok ikan keping* and served the most variety of its condiments in Kota Samarahan and able to market it worldwide.

#### **MISSION:**

To consistently provide our customers with high quality of *keropok ikan keping* along with its condiments that meets their expectations.

#### **OBJECTIVES:**

1. To introduce our new concept of selling homemade *keropok ikan keping* together with its condiments to the people.
2. To keep on making new varieties and high quality of our products to satisfy our customers taste.
3. To promote local snacks to the people that it is one of the famous traditional snacks in Malaysia.