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**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)  
BUSINESS OPPORTUNITY**

**PATATA DELICIOSA  
PRODUCT ORIENTED**

**PREPARED BY**

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## **1.0 EXECUTIVE SUMMARY**

Before starting up our business which is called Patata Deliciosa, the needs and wants of the customer must be identify. This is to help generate ideas or ways to gain the interest of the customer. After identifying the needs of customer, the next step is to scan the environment and evaluating one self and community. Under environment there are population structure, income and taste,media and internet, new government ruling and industrial linkage.while for one self mostly focus on experience,knowledge and skills,financial,network and interest. For the community it focuses on values and norm as well as perceptions. After scanning, the next step is to screening the business opportunity.under it is legal, monopolistic power, level of competition, capital requirement and risk. After going through the screening step, the next step is selecting a business opportunity and preparing business plan.

## **2.0 STEP 1 : IDENTIFYING THE NEEDS AND WANTS OF CUSTOMER**

Our business is based on product oriented which is we provide various flavour of potatoes, beverages and others. As we know, we are concern with customer needs and wants to make them satisfy with our product. People nowadays tend to eat on the go food which is easy for them to bring it everywhere such as strolling around the beach, family outings or even going on a trip with friends. It is important for us to identify the needs and wants of customer because they are the people who would help us to become a better product oriented business as we could fulfill the expectation they have set for us in providing a quality yet effective product.

As we provide food on the go, customer needs and wants would be higher as our business is based in Kota Samarahan where the customers are mainly students who of course have many needs and wants that could help them to get food in a much faster and easier way. Besides students, workers and other Kota Samarahan population would also have needs and wants that must be fulfill as well. This is because, they would want to have food that has an affordable price. Other than that, they would also want to have food that does not consume to many minutes or hours as mostly the customers are students and workers who have limited time. This are the potential needs and wants that our customer expected from us as we provide food that is convenient to them in their daily life.

Furthermore, as we know that potatoes are full of carbohydrate. As a human being we need it to provide energy for our life and to be more productive to stay alive. Other than that, our customers especially Muslim no need to worry about the products. This is because, our products have halal certificate and it is also hygienic in term of the quality of the potatoes and the flavour. The main reason why we need halal certificate this is because, there are many Muslim population in Kota Samarahan. This is the main key to make sure our business to achieve the goals. Besides, without halal certificate people tend to questioning every single of our products.

## **INCOME AND TASTE**

In every business it is important to identify the customers income and taste. This shows that we are aware of the our customers environment in terms of financially as well as personal interest. With that we must identify the interest of the customers for our business. The customers might be interested with foods that has a cheaper price as it would help to save their income as most of our customers are students and through that we would able to grab their attention as we follow the interest they demand. Another example of interest that they might demand is to have foods that has various choices. With that, we would provide various flavors , combos as well as types of fries for the customers in order to gain their interest as well as being aware of their income by providing deals with the price of the combos.

## **MEDIA AND INTERNET**

Our company use media social like Instagram and Facebook to promote our product, to inform customer about our operation hours and our place. Besides, customer can survey the price and take a look of the pictures of the product. Next, customer can share their moment by tag their post to our instagram or page, by expressing their feeling and satisfaction for our food it will make many people want to taste our product. This lead an increasing in our revenue. As we know, viral through social media has greater spread in terms of informing the people regarding new and interesting things. It is important for us to have our business at the which have a good internet connection so that we can always connect to the media to promote our product. Besides, we need to have a business where the internet connection is good so that we can promote our product and make us easy to attract our customer.