



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

SAVED HAIRCUT

HAIRCUT SERVICES

PREPARED BY:

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1.0 OVERVIEW

1.1 EXECUTIVE SUMMARY

SAVED is a private male barber shop which is a serviced oriented that located in UiTM Kampus Samarahan 2, Kota Samarahan, 94300, Sarawak . We provided services that allow male students and staff in UiTM get haircuts with affordable price that low than any price that any other competitors offered in Samarahan area.

In our research found that students sometimes facing some financial crisis and also time management. So we provide this service that can be afforded by them to get a good haircut with a lower price because nowadays, it is hard to get a good haircut with lower price but we provided it here. Moreover, we also provide it there because the students or staff from UiTM can easily get the haircut and they can save their money, time and energy to not go to the outside of the campus. It is because they have so many things to do especially students with many task and study and so on, so at least we prevent them to waste a lot of time to get a new haircut. So we can say that SAVED barbershop is very convenient for the male students and staff from UiTM.

There are many barbershops in Samarahan area to be our competitors but we are excel in everything in our services because we know that we deal with a human being which is focused on customers satisfaction. Our business is very concern about every aspect that involves customer's satisfaction including our communication between our customers, their demands and their trust towards our business to gain their satisfaction. So we only hired the trained workers that have the professional skills to deal with the customers because we hope that our business keeps growing and trusted by the customers. We are not only targeting the students and staff in UiTM on campus 2, but we also welcome the students and staff from campus 1 to try our services.

2.0 PROCESS ON IDENTIFYING, EVALUATING AND SELECTING BUSINESS OPPORTUNITY

2.1 IDENTIFYING THE NEEDS AND WANTS OF CUSTOMER

To make an evaluation of business properties, the business owner must recognize the customer need, want and demands that can comply with their business services. They can recognize what is their customer need, want and demand because they can know it automatically to improve on what they do to the customer. Needs mean something that every people should have in their life to complete and fulfill their daily life, for example, people need air, shelter, and food to make them stay alive. Meanwhile for want and demand, its related to each other. Wants mean that something that person needed that differ from another person such as a branded item. For demand is where a person need for goods or services that they want to buy or use that item.

The business that SAVED Haircut offer is obviously what the customer wants. Firstly, it is because in Universiti Teknologi Mara (UiTM) Campus Samarahan 2, Kota Samarahan do not have a barbershop. This business makes them easily go to cut their hair. Furthermore, SAVED Haircut has an affordable price for the students, staffs, and workers if they want to cut the hair. It can save their money such as pay car rent from UiTM Campus Samarahan 2 to the outside barber shop. Next, the customer can choose their own haircut and can satisfy with the new haircut that they want. Barbershop in UiTM Campus Samarahan 2 is something that they want once while that's why it is not the customer needs. Their target customer is male students, male staffs and male workers since they want to build the barber shop.

2.2 SCANNING THE ENVIRONMENT AND EVALUATING OF SELF AND THE COMMUNITY

2.2 .1 ENVIRONMENT

Population structure

SAVED HAIRCUT shop is located in UiTM Campus 2, Samarahan's branch. The number of male population in Samarahan 2 campus up to 900 but our company only target 30% from the total population to come to our shop. Based on the observation, most of the working people, staff, and male students seek for our services such as haircut, shaving, head massage, washing hair and more as they did not have much time to go outside of the campus. In addition, our company also give the customers discount especially to the member of our company but depends on the requirement that they need to fulfill as a permanent member.

Income and taste

We will predict and analyze the income and taste of our potential customer which in UiTM Campus 2's residents. There have a variety level of customer income. Since the students have no generates income yet, we will give the less price to them if they bring their ID card. For the customer such as male staffs, technicians, cleaners and others, we also give them the discount too but based on their frequency to our shop. We will charge our services to the customer at an affordable price. The increase in the price will be charged due to the difficulty of the haircut style. The price still a reasonable price to the customer even though there is an increase in price to services offered. We will make sure that every customer satisfied with the services provided. The services that we provide are a haircut, shaving, washing hair and more. Not all students prefer all services, they might choose to cut their hair only. The demand for haircut among students is higher when the semester is started, the middle of the semester and the week of final examinations. When the 'polis bantuan' or staff on duty, they start to warning male students about their hair, and for sure they will go to our shop to