



اوتو ستيق تيكولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

NAME OF COMPANY: THE BREADBOX

TYPE OF BUSINESS: MANUFACTURING BUSINESS

PREPARED BY:

FACULTY & PROGRAMME: FACULTY OF APPLIED SCIENCE (AS120)

SEMESTER: 5

PROJECT TITLE: BREAD, CAKES AND PASTRIES

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1. EXECUTIVE SUMMARY

In general, business opportunity is an opportunity for a business owner to generate income by him/herself and not by the employment opportunity. The business that we are planning to set up which is a bakery business has several opportunities for it to succeed and run for a long time which make us to decide that we are proceeding with the bakery type of business. In general, a bakery is place where fresh bread, cakes and pastries are made and being sell out to the customers. The bakery business itself has several reasons that are strong enough to support our choice in deciding to choose bakery business over other food-centric business. For example, opening a bakery business can prevent over-budgeting in setting the place up and it can be started from a small place too. Nowadays, the demand towards the food that is convenient, filling up and affordable is quite a popular trends and it is slowly becoming a norm in our community. This is because of the working lifestyle of the adults and the tight schedule for the kids and they needs to save time in order to complete and achieve their daily task and goals. These kind of situation needs to be take care of and being solved so that the community can live their daily life conveniently. Thus, a bakery business would be a great idea in the first place. In setting up the bakery business, there are several factors that need to be take care of such as identifying business opportunity, evaluating the business opportunity and selecting the business opportunity. Identifying the business opportunity might need a thorough observation and analysis to prevent loss in money. To evaluate the business opportunity, there are three main points that needs to be focus on which is environment, oneself and also the community. Lastly, selecting the business opportunity is the most crucial step as it determines the business future and there many aspects need to be focus on while selecting the business opportunity.

2. VISION TO PROBLEM

Generally, bakery is a place where bread and cakes are made and being sold out to the customers. In establishing the bakery business, our group have come up with a few reasons that supports why the business idea being introduced. Firstly, a bakery does not take up much space unlike the other food business. Therefore, we can start from a small place which will save a small amount of money for the uses of other expenses. All we need for setting up bakery is a space that is big enough to prepare and bake our cake and pastries. A sufficient space where we can display our products will be adequate. Besides that, bakery business has a sustainable market. Large numbers of people love to eat fresh products and willing to pay for it. This fresh product includes bread, cakes and pastries which are everyone's comfort food. Eventually, people will favour the bakery in their area and loyal customers will be developed and this will maintain the business profit. Other than that, opening a bakery business allow us to start a business with full support. The reason behind this is because the products at the bakery are already known in the market therefore; we are already having a solid customer. The operating procedures of a bakery were already tested since the bakery business has been established in the industry previously. Next, a potential for expansion was also one of the reason of the business idea being introduced. In running a bakery, we will have an absolute control over the amount of products that we are going to produce and sell to the customers. With this opportunity, we get to focus on a particular product to specialize in and make the recipe of the product to become perfect. Therefore, our bakery will be well-known of our specific products of bread, cakes and pastries that we have decide to focus on.

Equally important, there are some problems that can be solved if the business idea is implemented. Firstly, selling bakery products can make the life of the working parents become much easier. This is because they might have no time to prepare breakfast for their family. Therefore, they can stop by the bakery to buy some buns for their family members' breakfast meals. Having breads and pastries for breakfast is not only convenient for the working parents but also for the rest of family member since having the bakery products can fill up their stomach up until lunch hour. Besides that, any moment of joy such as birthday party, wedding and anniversaries would be incomplete without the presence of cakes and cupcakes. This is because cakes and cupcakes can personalize an occasion based on the decoration they had on. As an example, customizing a cake into cartoon character will eventually give a hint to the guest that we are throwing an anniversary party for children. Therefore, the characters of the cake can make someone know who the function is for, their age and their interests too. The customized cake also shows that we care for those that we are getting for. Other than that, bakery business can help to solve the problem of sudden guest that comes to visit us. By serving the guest with bakery products, we can save some times for us to sit and have some conversation with our guest. We do not need to cook or make some food for the guest and just serve them with the bakery products which are fresh and filling. Serving the bakery products also prove ones homely skill since they can handle their time and serve their guest that visit them at their home excellently. In addition, bakery products make students and working people's life become easier. This is because their daily schedules are usually tight and they sometimes just have a little time to have their meal because of their busy schedule. Therefore, having a bakery product as a substitute of rice for their breakfast or lunch will not be a problem. According to the expert, a piece of wholemeal bread can be the only meal of the day since it is a source of carbohydrate that contains nutrient that provides energy for a few consecutive hours. In addition, pastry products such as breads and pastries are very convenient and can be eaten anywhere.

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