



UNIVERSITI
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MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS OPPORTUNITY
BIGBYTES CAFE & BAKERY

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EXECUTIVE SUMMARY

A business opportunity signifies a packaged business investment that allows the buyer to start a business. In most business opportunity programs, there is no continuing relationship between the seller and the buyer after the sale is made. Although having less support than franchises, business opportunities allow us to be less obligated to follow the strict specifications. This gives an advantage for most business opportunities to operate the business in such of a way that they want along with having space and room for improvisation.

Bigbytes Cafe & Bakery is a start-up coffee and bakery retail establishment located in Summer Mall. Bigbytes Cafe & Bakery expects to catch the interest of a loyal customer based with its broad variety of coffee and pastry products. Our company plans to build a strong market position in the town, due to the high demand of university students to find the perfect place to lounge around while enjoying various types of delicious pastries and flavoursome coffees. Bigbytes Cafe & Bakery will offer not only the best experience to lounge and spend time with friends but also promise to offer the best service to our customers. Our company is open for any suggestions from our customers as their feedbacks shows that they are invested in the growth and future of the company.

However, starting a company will have barriers such as competitors that offers the same concept and service to the same target population. Unplugged Coffee has started this business early of last year which specializes in coffee with addition of trendy menus such as Spaghetti Bolognese. With that in mind, most students are keen to have their coffee there instead of newly opened cafes. Besides that, the absence of regular customers during semester breaks of local universities of that particular area will also greatly affect the income of the company as their students and staffs are more willing to do their work elsewhere other than in their dorms.

Furthermore, opportunities of starting a business is best suggested to be started at places where many university students come and spend their leisure time off from their stressful days studying as they are open to try new cafes and suggest to their friends if they like the overall products served in that café. Like mentioned,

our company offers tables and bean bags for students to lounge and do their work freely as well as providing snacks, pastries and drinks that are on trend with the craze for milk teas and tapioca pearls. Pastries such as Pies, Macarons, Cannoli, Pretzels and Donuts are also served in our café that be ordered and chosen over a counter.

To summarize, establishing this type of business within this particular area is a great idea as Bigbytes Cafe & Bakery does not just provide drinks and pastries but also a place for people to come together and bond with their friends and also families.

1.0 CONCEPT AND VISION

The idea of starting a start-up coffee and bakery retail establishment called Bigbytes Café & Bakery started when a group of friends and I went to HiCaa Emporium Kuching. Upon arriving there, we found out that it is a place that serves strictly beverages such as their milk teas with tapioca pearls, juices and smoothies. Although it offers a great atmosphere and couches to lounge on, it does not provide any food or snacks to binge while in leisure. In addition to that, in Kota Samarahan, there are not many cafes that cater to the students' needs. From our own observation, most cafes within this area tend to focus more in providing more variety of food and drinks to the customers without providing space for students to relax and chill with their friends. With that idea in mind, we decided to open Bigbytes Café & Bakery which will provide beverages, food and also couches, chairs and bean bags to laze and lean back at the same time giving the comfort and space for a person to do their work that highly focuses on students of the youth from both major universities within that area.

In Kota Samarahan, there are not many shops that offer this type of concept that appeals widely to the youth. The youth and students are mentioned throughoutly in this report as they are our target market upon starting of this business. With the new addition of a café near Aiman Mall, it gives the majority of the students an opportunity to experience a café that is not just decoratively appealing but also