



اَوْنَبُوْرُ تِكْنُوْلُوْجِيْ مَآرَا  
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**BUSSINESS OPPORTUNITY**

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## **1.0 EXECUTIVE SUMMARY**

In this modernization era, car have been our needs in our daily life and of course it plays an important role to our businesses which is girls car wash to help the customer with a busy life and work to have their clean vehicles for daily uses. Besides, we are emphasized about the needs and the wants of the customers. Our businesses are located at Kota Samarahan with about 250,000 population. Our service can reduce the burden of the customer as they did not have to go our car wash services and it can save their time.

Other than that, the environment for our businesses play an important role in to develop our businesses. Since, Kota Samarahan has many educational institutions We are targeting 10% of that total population as our customer since we are new in this business. Moreover, the income of the customer also plays a major important thing in our businesses. The customer with a high or stable or even moderate income can afford our services and the taste through some information gather method through surveys and general research using published information about market categories. Media and internet also making it easier for us to connect with the customers especially by social media since we are now in the thriving country. Social problem is our main challenge of having to make profits and being socially responsible at the same time. To solve this problem, we must now change how business sees itself by we have NGO and government working in partnership with business. Nevertheless, the government ruling which there are reintroduction of the sales and services tax (SST) in September this year will see lower prices of goods in general. Industrial linkage can be broadly defined as the contacts and flows of information and/or materials between two or more industrial sectors or firms. Industrial linkage is reconceptualized as the operational manifestations of power relationships, and as the spatial dimension inherent in all power networks.

Furthermore, the evaluating on oneself also play the main important because it deals with the experience, knowledge and skill, financial, network and interest. Before started the business, experience is very essential to achieve the goal. Knowledge and skill are important process before open the business. Moreover, a successful business comes with the good managing financial and it will lead to the network and interest where a good network will help to interact easily with the customer and interest will make our business develop which with a good opportunity and making profits.

## **2.0 PROCESS ON IDENTIFYING, EVALUATING AND SELECTING A BUSINESS OPPORTUNITY.**

### **2.1 Identify the needs and wants of customer**

In Kota Samarahan, there are about 250,000 population. Most of the citizen more likely to use car vehicles. Some of them are student and some are working people. These people are more likely to live in a busy life and they need to go to college or work and they tend to use cars to college or work or everywhere in their daily life. When they often use the car, the car will become dirty when it is frequently used, and they also did not have time to wash their car due to their busy life.

With this opportunity, our company provide girls car wash services. This car wash is to solve their problem as they did not have time to wash their cars. There are no worries if they did not have time to wash their cars. Our company provided at-home-car-washers services. There is no need to send the car to the car wash services as the customer can request for the services and our workers will come to the requested destination with their car wash equipment. This service can reduce the burden of the customer as they did not have to go to our car wash services and it can save their time.

Besides that, the customers also can go directly to our car wash services place. We provided a suitable place for car wash services with reasonable prices. Those who cannot request for at-home-car-washers services as their place are not eligible to wash the car, like those students who stay on the rented area, they can go to our place. Our place provides comfortable waiting corner with mini cafe for the customer to wait for their car to be done.

To conclude this problem, our car wash services would tend to solve their problem. There will be no worries anymore about dirty car. We will not make the customer waiting for a long time for the services and fulfill the customers wants and needs. With our services, the customers can have clean car even though with their busy schedule.



### **3.0 SCANNING THE ENVIRONMENT & EVALUATING OF SELF AND THE COMMUNITY**

#### **3.1 Environment**

##### **Population structure**

Decision-making is a process of selecting the best alternative from among various available alternatives. An environmental analysis is an extremely important tool in understanding and decision-making in all situation of the business. Success of the firm depends upon the precise decision-making ability. Study of environmental analyses enables the firm to select the best option for the success and growth of the firm. Environmental analysis will help the firm to understand what is happening both inside and outside the organization and to increase the probability that the organizational strategies developed will appropriately reflect the organizational environment.

Environmental scanning is necessary because there are rapid changes taking place in the environment that has a great impact on the working of the business firm. Analysis of business environment helps to identify strength weakness, opportunities and threats. SWOT analysis is necessary for the survival and growth of every business enterprise.

Since there are many educational institutions at Kota Samarahan, so there will be enough population for our business. According to Official Portal of the Sarawak Government, the population structure in Kota Samarahan is 250,622 in year 2010. We are targeting 10% of that total population as our customer since we are new.

##### **Income and taste**

To analysis the income and taste of the population, we are doing some information gather method through surveys and general research using published information about market categories. So that we know what customer taste of services. Common characteristics in customer segments can guide how a company markets to individual segments and what products or services it promotes to them. A small business selling hand-made guitars, for example, might decide to promote lower-priced products to younger guitarists and higher-priced premium guitars to older musicians based on segment knowledge that tells them that younger musicians have less