



اَوْبَهُوَ سَيُفِي تَتَاكُونُ لَوِيْنَ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

BUSINESS OPPORTUNITY

NAME OF COMPANY:

CUCI LOK CLEANING SERVICE

TYPE OF BUSINESS:

CLEANING SERVICE

PREPARED BY

**FACULTY & PROGRAMME : FAKULTI SAINS PENTADBIRAN DAN
PENGAJIAN POLISI (AM110)**

SEMESTER : 4 H

PROJECT TITLE : BUSINESS

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EXECUTIVE SUMMARY

A business opportunity, in the simplest terms, is defined as a situation that enables an entrepreneur to offer marketable products or services to interested buyers or end users. Opportunities exist to inspire individuals to become entrepreneurs and act as a link between the individuals and the setting up a new venture. However, there are several approaches to opportunity identification that needs to be concerned on which is to observe changes in the environment, recognize needs and wants of customers and most importantly to recognize problem and find solution.

On top of that, our group from AM1104H has established a service-oriented company named "CUCI LOK CLEANING SERVICE". Our company has been set up as a partnership business comprises of five members holding different important positions which is the General Manager, Marketing Manager, Operational Manager, Administration Manager, and Financial Manager. Our business company is located near Universiti Teknologi Mara Campus Samarahan 2 (UiTM S2). The business capital is amounted to RM2500 where contribution of each member is RM500.

On the other hand, before we had decided to establish the company, we have made a detailed study of several stages in the process on identifying, evaluating and selecting a business opportunity. In the first stage of identifying the needs and wants of customer, our company have identified that the residents are so busy with their daily schedule and there are less company providing service based on cleaning in the campus. We are also operating our business with a clear vision and mission which will be reviewed in the report. Hence, Cuci Lok Cleaning Service provided them with various promotions, quality and time efficient cleaning service at a reasonable price range from RM 20-35.

Next is stage two which is scanning the environment and evaluating of self and the community. With regards to the environment, we have done some research that there are 2000 residents in the campus thereupon our company has targeted a minimum of at least 10 appointments each day which means only half out of almost 2000 populations of the residents in the campus. We had managed to attract more customers using applications such as Facebook, Email and WhatsApp as a medium of our business. Moreover, we also have come up with a decision to not implement the Sales and Service Tax (SST) imposed by the new ruling government as our target market are mostly students which generally would save and spend most of their money on their education fees rather than paying the tax. Cuci Lok Cleaning Service used a high-quality equipment's for cleaning purpose which are bought at Servay in Summer Mall, Kota Samarahan. In the process of evaluating oneself, some of our staff had the experienced being a student of Fully Residential School (SBP) which is a good

1.0 STEP 1: PROCESS ON IDENTIFYING, EVALUATING AND SELECTING A BUSINESS OPPORTUNITY

Our group has chosen business opportunities in cleaning service industry. The name of our cleaning service business is Cuci Lok Cleaning Service. Other than that, our cleaning service business is close to Uitm Campus Samarahan 2. Our target market is the students of UiTM Campus Samarahan 2. Why we choose to develop this business is because it is rarely created in Samarahan area, and we want to help the students clean their rooms with affordable price, even though we know they can do it on their own.

The process of identifying the business opportunity such as identify the needs and wants of the customers. We have been done with scanning or examining the environment and evaluating of self which is the entrepreneur and also the community. Human needs and wants are unlimited and are of all types. Society affluence lead to increase to human wants and needs so that more business opportunity arises. As what we have observed , the needs and wants of the people in the UiTM Kampus Samarahan 2 that need to be fulfil such as the cleanliness of the environment. It is due to have a comfort condition to study and to be more focus in doing the task given by the lecturers. Hence, we come out with a great idea by providing them the room to room cleaning service. The important thing why we need to provide this particular service to them is due to the environmental factors effect customers' demand especially the students for the particular service as some of them are tireless with several duties and there are no time for them to clean up their room. So, we as the entrepreneurship take this opportunity to provide them the particular service. Furthermore, we also provide service with our friendly customers of staff and give promotion to our customer. Before the students get our service, they need to do appointment with our staff.

Besides that, our operating hour is from 06.00pm until 10.00pm. The reason why we offer an affordable price and promotion to students is because as a student, their pocket money is just enough for their daily spending. So that with promotion, we can attract their attention. Based on the research, our cleaning service can earn profits and the demand of people is high especially among the residents in UiTM Campus Samarahan 2.

2.0 STEP 2: SCANNING THE ENVIRONMENT AND EVALUATING OF SELF AND THE COMMUNITY

2.1 ENVIRONMENT

POPULATION STRUCTURE

For the population structure, our business have done a research that there are about 2000 residents who stayed in the campus. We have targeted a minimum of 10 appointments each day which is only half of the residents. Our target market is not only the students but also the resident staff. We believe that it will give us a fix income and could help to decrease the burdens of the residents in the campus in term of room cleaning service so that a clean environment in the campus could be maintain.

INCOME AND TASTE

Our group conduct a survey on the requirements needed by the residents in the campus. The results of the survey enable us to run a business that will meet the requirements needed by the residents. Therefore, we run a business called "Cuci Lok Cleaning Service" where we provide a room to room cleaning service. From here, we could gain income and at the same time we can help them to lower their burden regarding their daily routines. The price for the cleaning service is affordable to all people especially among the students. Also, we increase the satisfactions level among the customers by giving them a 5% discount rate during happy hour from 6pm until 8pm. We also provide a 10% discount rate for customers with loyalty card.

MEDIA AND INTERNET

We use social media and internet as a medium to our business. We use it as a key to promote our business in the campus. Besides, it is to spread and to let everyone know about our business and attract more customers. Without any social media or internet, it will be difficult for us to run the business. Also, we use social media and internet to alert the customers regarding the promotion that our business is provided because that is one of the strategy that we use to attract more customers and gain more profits.