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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS OF OPPORTUNITY

PUFFY FLUFFY PASTRIES

PASTRY AND CAKES

PREPARED BY:

FACULTY AND PROGRAMME: FACULTY OF ADMINISTRATION SCIENCE AND POLICY
STUDIES & DIPLOMA IN PUBLIC ADMINISTRATION.

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GROUP MEMBERS : 1) ANGELI SHIMA ANAK ELI (2017810258)
2) CELINE UJANG (2017242468)
3) ESCARDINA GRACE ANAK JONATHAN (2017642292)
4) KATHRYN DO ANYI (2017817084)
5) NURUL AINUL ASSYAKIRIN BINTI (2017849686)

BOLLHASSAN

PREPARED FOR:

MADAM SITI MARDINAH BINTI ABDUL HAMID

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Executive summary

Business Opportunity is defined as a situation that enable an Entrepreneur to offer marketable for both products and also services to interested buyers or a user. Hence, an opportunity is to generate income as a Business and not employment opportunity.

This report is intended to present a Business Opportunity on Puffy Fluffy Pastries Hence, we have touched all areas of business Opportunity that have been list or written down in this report. Besides, there is five or ten pastry that ~~were~~ be made in this business for our grand opening business. This business been ~~chosen~~ because patisserie were rarely has been seen at Kota Samarahan area especially.

First thing first, the main thing that we should take notes is the needs of the customers and also the wants that the customer desire. We are here to identifying it to know more about our customers, so that we can improve business that we make. After identifying, we will also scanning the environment and evaluating of self and also the community. This is because, it will help us to know more on what to do or improve so that it can help the business to operate smoothly and well. On top of that, the environment of the place should be strategic that consist of population, structure, income of the people at that place. Hence, taste of the customers also one of the environment. Besides, now a days, there is something that called as media and also internet. By having that kind of facility, it can make a benefit for us when it came to promoting our cake more widely rather than stick on one place.

Next, we also manage to make the business opportunity and selecting Business Opportunity so that it can helps us to prepare for our business plan later on.

For the conclusion of the summary, we decided to plan something that can attract more customers by opening a café because we think that it can lead for a high profit. The product addressed for any people such as young, older, kids and etc. they can come to the café and enjoy the taste of the various types of pastry that we prepared for our customers.

Identification, evaluation and selecting a business opportunity.

Search for business opportunities on the Puffy Fluffy Pastries.

STEP 1: Identifying the needs and wants of customers.

We has choose a business based on product also have a services where we provide a various of pastry for the customers to enjoy in their daily day especially for breakfast and tea time at Puffy Fluffy Pastries

Now days, pastry was the other option to having a simple or just for satisfied our stomach in morning and tea time. Everyone would searching for pastry such as buns, bread and else. Hence, we can grab the opportunities to produce more cakes and various type of pastry so that the customers can choose based on their own desire.

Other than that, by taking a notes on what the customers wants, so that we can improve or add on some cakes or pastry based on the majority of what the customers want such as can ask customer through questionnaire or other feedback to bake a new pastry in patisserie.

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

ENVIRONMENT

Population structure- A total population in Sarawak is 2,471,140. The total population in Kuching is 617,887 and in Kota Samarahan, the total population is 87923. All these three population are totalled in 2010.

Income and taste - Customers prefer cakes and pastry from pastries shop because it more affordable than other pastries shop. Other than that, they also like the varieties of taste of pastry such as

Media and internet- Provide online services such as purchasing the cakes and pastry online from their official website as well with shipping and delivery. Also, we have a Facebook page that provide their information on their company and promotions on their cakes especially during the festive season.

ONESELF

Experience- Some of us had tried baking cakes and pastry a lot especially when birthday and events among workers and students.

Knowledge and skills- We have gained knowledge and skills through the advice from the supervisor of the pastry shop and we have also learned the process of baking the cakes and pastries which thought us to be patience which lead to the success of baking the cake and pastries.

Interest- We have the interest on cakes and pastries. We like having something such as buns or whole grain breads or buns. Therefore, buttery taste and the light of buns tasty are the favourite and option of people on evening time for tea time.