

BO-AM-J



UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS OPPORTUNITY**

NAME OF COMPANY: U-LAIFE CAFE

TYPE OF BUSINESS: PRODUCTS AND SERVICES ORIENTED

PREPARED BY:

**FACULTY & PROGRAMME : AM-FACULTY OF ADMINISTRATIVE
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1.0 EXECUTIVE SUMMARY

According to the some aspect, our group would like to develop a U-LAIFE Cafe business which is business of products and services oriented. U-LAIFE Cafe is based on the combination of Cafe and Bakery. The reason we develop the business because there are no franchise that provide the same products ~~and~~ services as the U-LAIFE Cafe and located at UITM Campus Samarahan 2.

U-LAIFE Cafe is the partnership business which all the partner contribute at least RM 10, 000 each on the business capital. All the profit and losses will we face by everyone. The decision also will be make by everyone agreement. Since the business is partnership, all ~~the~~ members has their own role and responsibility towards the business.

The product and services provided by U-LAIFE Cafe is just look a like as Starbucks. The U-LAIFE Cafe provide the special coffee that the bean is a very from the high quality coffee. U-LAIFE Cafe also sells bun and cake which is get from the supplier of Mentega Keju. Moreover, U-LAIFE Cafe also have a lot of benefits for students to enjoy it. Our main target is not only for the students it ~~also~~ to the Lecturer, UiTM's Staff and outsider especially during the registration.

There are few processes need to be identify based on the customer preferences, want and needs. U-LAIFE Cafe work hard in satisfied the customer wants and needs so U-LAIFE Cafe will be popular ~~am~~ong the students, lecturer and staff at UiTM Campus Samarahan 1 and 2.

Another process that our business identify are scanning the environment, evaluating oneself and the community and also ~~s~~creening the business opportunity. It are the few important process in developing ~~our~~ business which is U-LAIFE Cafe. It also help a lot in successful the business.

2.0 IDENTIFICATION, EVALUATION AND SELECTING A BUSINESS OPPORTUNITY TO THE INDUSTRY

2.1. BUSINESS OPPORTUNITIES ON THE INDUSTRY BASED ON NEED AND WANT OF CUSTOMER

We are planning to indulge in the food industry. The main idea is to open up a cafe namely, U-LAIFE Cafe. The name, U-LAIFE Cafe is a combination of the initial of "University" and shareholders' initial names. By looking at our cafe name, you can know that we are opening up a business which we want to take risks together at any University of our choice. U-LAIFE Cafe, is a cafe that serve all kinds of breads and various type of coffee. Not only that, we also serve cakes, sells breads and other type of beverages.

Why we decided to open up a cafe? It is because there are not much cafe that are operating near our targeted location, which is Samarahan. Knowing that there are just a few cafe near that area, we decided to choose University of Technology Mara (UiTM) as our first location in opening our first cafe. There are a few shop that are still operating at the UiTM Campus Samarahan 1 and 2, but some of them are closed, so we will open up our cafe near other stores.

Just like other store at the Campus UiTM Samarahan 1 and 2, we aim students as our main target to come at our store often. This is because some of the students likes to spend most of their time at other places instead of their hostel. They might feel bored being trapped at their hostel so they will wants to go to someplace near them and spend time with their classmate or roommates. They can go to U-LAIFE Cafe just to chill or relax by watching television, using Wi-Fi to do their assignments. U-LAIFE Cafe is nearby to their hostel so they doesn't need to worry about being late to go back to hostel because they can just walk back.

The cafe is located near the library and near the students' class building. So if the student feels that Medan Selera, the canteen for the students, might be too far, they can just have a sip of coffee then take a bite to fill their stomach at our cafe instead of

2.2 SCREENING THE ENVIRONMENT AND EVALUATING OF ONESELF AND COMMUNITY

2.2.1 ENVIRONMENT

2.2.1.1 Population structure

Our cafe is special for students from UiTM Campus Samarahan 2 because we set up the U-LAIFE Cafe on UiTM Campus Samarahan 2. The reason we choose UiTM Campus Samarahan 2 because it was a strategic place for our products. Hence, our target is the students that study at UiTM Campus Samarahan 2. We aim the students to become our customers because they can enjoy the delicious food with affordable price for them. And if you go to the other cafe, they do not provide a cheap or affordable price like ours place. However, the students from UiTM Campus Samarahan 1, staff and also lecturer can come over to our cafe and enjoy our products and services.

After that, the population are increasing during the student's registration. This is because the parents who waiting for their children can enjoy eat our food and coffee while waiting for their children. During a long wait they can stop to the cafe to buy our products and also enjoy our service.

2.2.1.2 Income and taste

Our business offers **affordable price** for the customers especially for students. We sell cake, bread and coffee. For the cake and the bread we will supply it from the other supplier. However, for the coffee we will brew itself with the machine that we purchase.

The price for the cake is RM 4.50 one slice. For the coffee, we put it in the plastic cup. The size of plastic cup has two types which is medium and large. The price for the medium size is RM 3 while the large size is RM 5. However, the price for the bread is under RM3 which is depending with the type and flavour of the bread. However, the price for one set which is include one slice cake and medium size of