



اَبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

TYPE OF BUSINESS: FOOD TRUCK

PREPARED BY:

FACULTY AND PROGRAM : FACULTY OF APPLIED SCIENCE (AS120)

SEMESTER : 5 (Group c)

PROJECT TITLE : BUSINESS OPPORTUNITY

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SUBMISSION DATE:

30/10/2017

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Introduction

For this business opportunity assignment, we had chose 3 types of business opportunities that are not available yet.

For the first business opportunity, we chose to have a food truck business. Food truck business is a new trend in this era. It catches attention of many people from all walks of life as it is unique. Apart from that, food truck has the advantage of moving from one place to another. This will help the business grow as it is easy to target customers. A food truck business will also have the opportunity to operate its business when participate in any events. An association that is mainly for food truck operators is also available and it will help when needing any assistance.

For the second business opportunity, we had chose to have a cafe. This cafe will provides the needs and wants of customers in food and beverages. For this cafe, we will sell variety types of foods and beverages that is suitable for all. Other than that, this cafe will be a cafe that is very family friendly. Parents can bring their kids along as this cafe will not only sell foods and drinks, but there will be a playroom for the kids in the cafe. While having their meals, the adults will not have to worry about their kids.

Last but not least, for the third opportunity, we had chose a bakery. A bakery will provides customers with foods such as breads, pastries, cakes and other types of flour-based foods baked in an oven. This bakery will only provide fresh baked food everyday. Furthermore, this bakery will also let the customers to dine in whenever they purchased baked goods on the premises. With that, this bakery will also serve certain beverages for the customers who dined in.

To conclude, among the three business opportunities that we have, we had chose the food truck as our opportunity. This is because, many opportunities can be seen when operating a food truck business.

EXECUTIVE SUMMARY

Choosing food truck as our business leads us to many opportunities being recognized. From the identification of business opportunity, we can see what types of our service or products can be offered to the customers regarding their needs and wants. We should be able to satisfy their needs and wants other than to fulfill their demands.

During the evaluation, we can see the potential of our business in the food industry. By using the SWOT technique, which is to analyse the strength, weakness, opportunities and threat to our food truck business. On the other hand, in selecting business opportunity we are able to focus on the opportunities that is available to us in order to help our business to grow.

All in all, operating a food truck business has much opportunities as it is easy for us to target customers in certain areas in the city as well as being able to move from different places when operating this business.

CONCEPT AND VISION

Our vision in this business is linked to our dreams. We want our business to be able to be identified and recognized for its high quality of product in food truck's business. Apart from that, we want our business to be one of the leading integrated food truck service in the city of Kuching by selling, providing, serving and delivering a consistent quality of food products besides having an excellent customer-focused service. Selling foods in a fast friendly environment that appeals to conscious-health minded customer is among one of our vision for the business.

It is known that there are a few food trucks available in Kuching already. These food trucks gives us the vision that we want and to be able to achieve more in providing the best service to fulfill customers' wants and needs. Even though there are competition from other food trucks, but there is an opportunity in having this mobile food business as they gained attraction of more customers easily. We will try to give and provide a service that the other food truck have not yet to offer.