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MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

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1.0 EXECUTIVE SUMMARY

I need to conduct an assignment which is business opportunity to fulfil the Fundamental Entrepreneurship (ENT300) course requirement. I collected all the information about a business to complete this assignment. So, for business opportunity, I selected Azreha BB Multiniaga, or Azreha Bakery. It is because, we need to take the company that have been choose during case study assignment. I decided to collect information on the internet through an online digital. I have discovered from the information available on the internet about their company background, organizational structure, type of business model, products and services, and operational strategy. So, with this information, I will make some innovation for the products and services offered by Azreha Bakery.

There seems to be an improvement in awareness of the high quality of baking goods such as cake and bread. There is less time for people today to bake wholesome, homemade bread and cake. It is an opportunity for Azreha Bakery to be recognized among the residents as a bakery business. In order to compete with the competition, Azreha Bakery must do something which is innovation to their products that I will discovered in this business opportunity assignment. The company expects, with its vast selection of cake and bread, to capture the attention of a regular customer base. The company decided to build a strong market place in the area. To fulfil the demand of the local area residents and visitors, Azreha Bakery aims to sell its product at a competitive price.

2.0 INTRODUCTION

There a lot of business in the world and every business have competitors. It is important to have competitors. It is because, we can be creative to make some innovation to our business including for the product or services.

I have choose Azreha Bakery as my observation to make some innovation to the business. As we know, bakery is the business that sell bakery product such as cake, bread, the material or ingredient for bakery thing and many more. Even though the product is about food, but it does not mean we cannot make some innovation for it. The product can be a new product by add the ingredient that very useful to the customers. For instance, the ingredient of cake is flour, egg, baking powder and else. For the product, we can add some healthy ingredient such as collagen and vitamin. Collagen is one of protein in the human body. We always heard about collagen supplement. So, it is important to our body to stay healthy. We could do some collagen ingredient and make it as an ingredient to bake. It is mean, although we eat cake but at the same time, we can improve our health.

Furthermore, we also can make innovation for the services. We want to do something that other bakery shop does not have it yet. We want to be the first one that have the service. The service is the customer can design their own cake in the iPad that have been provided. Yes, it is true that other shop can let the customer design but there are not using some tools to design it. So, the design of the cake may be not produce according to the customer want. We want to fulfil what customer want. So that is why, we will provide iPad for the customer design it. In fact, in the iPad, we have our own application. So the customer can use the application in the iPad to design the cake. There are a lot we can make innovation, with that, we can be a competitors that can compete with other competitors.

3.0 VISSION, MISSION & OBJECTIVES

Vision	Mission	Objectives
To be a popular bakery gallery and café offering of flavours, shapes and services at cheap and tasty prices	<ol style="list-style-type: none">1. Ensure customer satisfaction in buying halal products, cheap and delicious bakery for the customer to buy products and further increase the percentage of Bumiputera entering the field that has been monopolized by other races.2. Venture into the economic field based on food marketing activities to meet domestic needs.3. To provide income and employment opportunities to the young people in the area as their experience.	To be viable company in the field of food marketing. Provide quality and best services to meet customer needs. Ensure customer satisfaction as a priority. Ensure the company's profitability level is at a good level.