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UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT 300)**

**BUSINESS OPPORTUNITY:  
NEDA ZAINAL EMPIRE**

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## **1.0 EXECUTIVE SUMMARY**

Neda Zainal Empire is based on sole proprietorship where it only consists one person which is the owner, Mrs Nor Azneda. The business capital per month for this business is amounted RM 15 000 and above. This company is selling the product from By Che Fiza (BCF) HQ. The product are scarves, snow caps, hand socks and facemasks. These are all from the BCF product. The best seller among these four products is BCF scarves. The higher demand from the customer is scarves the followed by snow caps, face masks and hand socks relatively.

Furthermore, the owner of the company focused on providing the latest design of the scarves. The scarves have many types of pattern, design and color. This could help the company to attract more customer to buy their product. Moreover, the scarves are very simple and easy to put on. The women who wear it can look nice even it is very simple. It is also made from a very good material to ensure all the customer love and comfortable wearing them.

Lastly, to attract more customer to buy the product, the company planned the best marketing strategies such as how they promote their product to the customer. They used the most creative way to promote the product for example by adding some free gifts for every purchasing. This way could help the company to attract more customer and gain their profit and at the same time could achieve the goal set.

## 2.0 INTRODUCTION



Figure 1

The company that I choose for my business opportunity task is Neda Zainal Empire. Neda Zainal Empire's main activity is selling By Che Fiza (BCF) Scarves and other products from BCF. I come up with this business opportunity because in this day and age, we realised that there is a lot of demand coming from Malaysian women for the stylish scarves. As we know, scarf businesses are booming each year due to ever increasing demand. Here are the business's details:

Name of Business	Neda Zainal Empire
Business Address	Lot 101, Kampung Chekok 16600, Pulau Chondong Kelantan
Correspondence Address	Lot 101, Kampung Chekok 16600, Pulau Chondong Kelantan
Email	<a href="mailto:norazneda@gmail.com">norazneda@gmail.com</a>
Phone Number	0179564656
Fax Number	-
Instagram	@bychefiza_machang
Facebook	Nor Azneda
Form of Business	Sole proprietorship
Main Activity	Neda Zainal Empire do sales online and retail
Registration Number	SSM Number: KT0455387-P

### 3.0 TYPES OF INNOVATION: (technological innovation)

The company decided to make some innovation of scarf that they are selling. The innovation they made is change a bit about the material used. Now, they used the high-quality fabrics to produce the scarves. The specialty of the fabric is it can produce a very fragrant smell. The benefits of using this kind of fabric are to avoid form bad odor and could help to released headaches. With this innovation, the customer will love the product more. For instant, the red color could produce rose fragrant smell while the mint green color could produce a very refreshing smell of mint. This innovation is including in technological innovation which mean the smaller technological inventions have less impact but still have significant benefits to certain users.

Here are a few examples of the product innovation:

<b>Colors</b>	<b>Smells</b>
1) Red / maroon	British rose
2) Pink	Cherry blossom
3) Cream	Coffee berries
4) Pearl white	Fantasy vanilla
5) Mint green	Fresh mint
6) Green	Olive leaf
7) Purple	Pure lavender
8) Blue	Ocean cool
9) Yellow	Lemon splash
10)Black	Spiced cocoa
11) Brown	Choco mania
12) Grey	Wild stone grey
13) Orange	Florida orange
14) Rose gold	Strawberry glazed
15) Gold	Gold rush
16) Peach	Peachy delight

\*all smells could reduce headaches and very comfortable to wear.