



اُونِيُوَرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

PREPARED BY :

FACULTY & PROGRAMME : FACULTY OF ADMINISTRATIVE SCIENCE & POLITICAL
STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

SEMESTER : 4

PROJECT TITLE : SNACK ATTACK !

GROUP MEMBERS : 1. AMY MICHELLE SEGI (2016451266)
2. DEBORAH MORRIS (2016603086)
3. JACKSON JALIE ANAK MINGGAN (2016451592)
4. SHERINE ATOPIA (2016603014)
5. NASHEDA ALENCIA ANAK NYAREP (2016451606)

PREPARED FOR :

MADAM SITI MARDINAH BINTI ABDUL HAMID

SUBMISSION DATE :

16th MAY 2018

TABLE OF CONTENT

NO	CONTENT	PAGE
1	1.0 EXECUTIVE SUMMARY	3
2	2.0 VISION 2.1 MISSION 2.2 OBJECTIVES	4
3	3.0 IDENTIFICATION 3.1 EVALUATION 3.1.1 ENVIROMENT 3.1.2 ONESELF 3.1.3 COMMUNITY 3.2 SCREENING 3.3 SELECTING	5 6-8 9-10 11 12-13 14-15
4	4.0 CONCLUSION	16
5	5.0 REFERENCES	17

1.0 EXECUTIVE SUMMARY

This business is based on a partnership business where it consists of five members. Our business is a snack shop where we sell finished goods such as snacks and beverages as well as instant food. We are selling a well-known snacks brand from all over Malaysia such as MAMEE, Jack & Jill's and others. The example for beverages is F&N, Season and others.

SNACK ATTACK ! is a snack shop that come with more than 10 types of brand for the snacks, beverages and instant food. The uniqueness of our snack shop are the services provided in our business where our business provides a cash-on-delivery services for our customer if they are unable to come to our premise. In addition, we are also provide a space for our customer if they want to have their meal on the spot.

Our snack shop vision is to share the happiness and enjoyment of various snacks and beverages with others. It is because we want our customer to taste the variety of foods that are light and easy to consumer compared to heavy food that is provided out there. Besides that, we also provide a platform for the customer to easily communicate with us through social media such Facebook, Instagram and WhatsApp which lessen the burden of the customer for coming to our premise as well as ourselves.

3.0 Identification

We identified the business opportunity in UiTM Kampus Samarahan 2 is snacks and beverages since this sector get high demand from our population which are UiTM students and staffs. It is not a doubt that selling snacks and beverages and as well as instant foods is a good idea since the taste of many people in UiTM Kampus Samarahan 2 is mainly towards junk or instant foods and beverages. Doing a business based on selling snacks, instant foods and beverages will give advantages in terms of income and expansion of our business.

Business Opportunity : Snack Shop

3.1.1 Environment

a) Population Structure

Our targeted population which is the population of Universiti Teknologi MARA (UiTM) Sarawak , Kampus Samarahan 2 is an average population compared to other Universities around Kota Samarahan . Despite our targeted population is an average compared to other universities , it can be seen that the students have preference mainly towards various junk and instant foods and as well as beverages. This gives an advantage to our snack shop since we sell something that UiTM students and even UiTM staffs prefer which is snacks and beverages . Although our population may be average compared to other universities around Kota Samarahan, it is no doubt that as time goes by , the population of UiTM Samarahan Kampus 2 will grow larger. Therefore , our business will as well bloom as time goes by.

b) Income and Taste

The income our snack shop is an average income. Since our snack shop is a new business in UiTM Samarahan Kampus 2 , the income of our snack shop may be average at first but after a while , our snack shop will be known and be familiar by the students and staffs , the income of our snack shop will increase. This is because many people including the students and staffs of UiTM Samarahan Kampus 2 taste is towards various junk and instant foods and beverages which is what we sell. Compared to our competitor in UiTM Samarahan Kampus 2, we mainly focused on the items that the students and staff would buy immediately since we sell something that fits their taste and preference which is an advantage to increase our income as time goes by.