



اَوْبُوْرَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
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MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

DEWAN MAKAN

PREPARED BY:

**FACULTY & PROGRAMME : ADMINISTRATIVE SCIENCE &
POLICY STUDIES (AM110)**

SEMESTER : 4

GROUP MEMBERS :

- 1. AMANINA KHAIRUNNISA BT AHMAD ZAIDI (2016394087)**
- 2. DAYANG NURABIAH BT ABANG ARMIA (2016956025)**
- 3. EIKA NURMALINA BT JUMAT (2016722221)**
- 4. NUR FARAHIN BT JAMEL (2016510083)**
- 5. NURUL AMIRAH BT JAMIL (2016761119)**

PREPARED FOR :

MDM SITI MARDINAH BT HJ ABDUL HAMID

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1.0 EXECUTIVE SUMMARY

In this report, we only focusing on our business's plans and matters such as opportunities of the business. Other than that, we also focused on how we make a plan or implementing a strategic plan in our business in order for our business continuously consumed by the customers.

Our business is only target the students by giving them services that they need daily. We are providing foods & drinks for them. Our cafeteria are the only students needed in the area of their hostel because they are frequently buying their foods in the cafeteria.

Our business provide a various type of food such as nasi campur, kolo mee, fried noodle or rice. And we have serve a quality food for them to make sure they are not having any diseases.

These happened because of every students needs an affordable price of foods for them. We have been discussed with UiTM about the price and the rules that we should followed what have been stated. As for students, they need a average price of food so they can saving money from over-budget every week.

Besides, we also included opportunities, threats and problems that we identify our self in our business. From that, we can know what are our weaknesses of our business that we should improve more in the future and accept any complaint that had been raised by the students for a better businesses.

2.1 STEP 1: IDENTIFYING THE NEEDS AND WANTS OF CUSTOMER

Every business opportunity sets about the existence of various customers' needs and wants for particular product service. It involves the sale or lease of any product, service, and equipment and others will enables the purchase-licensee to begin a business. A need is something that is basic in life, while wants refers to the craving for something that is far better than basic items.

First of all, needs here means a thing that is wanted or required. In this Dewan Makan, the students needs is the good services and also the comfortable environment. Good services means, their serve students ,such as fast service for the students. Dewan Makan also provide a good environment for students. With the comfortable environment, customer can make their own business happily. They also can eat with gladsome if the environment in good condition. Besides that, Dewan Makan provide wifi for their students to do work like assignment. That is the way to attract students come and eat at Dewan Makan. So that can make Dewan Makan will be having many customer. We emphasize our customer's comfortable by providing the tables and chairs for them seat and enjoy their meal. The chairs and table also in good condition and strapping. Student needs the good environment. That why we import the chair and table from trusted seller. Others than that, we provide stall for outside to rent and sell others menu such as bbq, laksa, nasi kerabu and kolo mee. Student no need to go outside if craving something like that.

Some of student no need time to go at Dewan Makan, so we provide delivery service. So we can get help from student to sell our meal from room to room. We pay the student, and they can get pocket money from that business. So that is the best way for student who no need time to go eat at Dewan Makan.

Apart of that, student want something new such as we provide air-conditioner. Student will feel comfortable to eat and to do work. The safety is very important to us and ensure that student things would not be stolen. And we put cctv in the Dewan Makan. Therefore, student feel safe if in Dewan Makan. We also provide whiteboard to student give opinion what meal they want eat. Student will fell comfortable if in Dewan Makan.

Beside, student nowadays demanding something that cheaper price. So we tell our employee to be nice to student. We know the student want something cheaper and easy to get. This will increase our sales and our popularity among the student and outside customers. Student can bring their parent or their family go hang out at Dewan Makan. They will feel comfortable eat at Dewan Makan. Because of that we provide the good service and good environment for our customer.

All of these need and wants is very important for us to start a new business. That is why we must to know what is people demand and want to ensure that our business receive a good feedback from customer and will not feel regret by using our products and services.

2.2 STEP 2: EVALUATION OF BUSINESS OPPORTUNITY

ENVIRONMENT

Environmental scanning could lead to an idea that can be transform into a business opportunity.

1. POPULATION STRUCTURE

This business is located at UiTM Samarahan. Dewan Makan is famous place for student in this UiTM since Dewan Makan have various food to eat and the food also cheap. Hence, we can make an assumption from here that Dewan Makan would be able to attract various groups of people especially students, staffs, lecturers and all the members at UiTM. By this, it would be able to create a business opportunity business. When there are high population in an area, the demand for food places would increases too- and this is because the customers would like to have more choices of food place to enjoy their meal. Especially during the lunch time of the working people, food places usually full with students, staffs and also the members at UiTM since it sell various of food with affordable price. So, we have conclude that our customers could be coming from different groups of people and they would be the key to a smooth business.

2. INCOME AND TASTE

In Sarawak specifically, you would be able to see the rapid growth of food businesses for the past 6 years. Hence, the potential of a food business is broad as people now a days tend to eat if they are hungry. One of the factors to this increment in demand is that student does not have place to cook so with this opportunity we tend to open our business which we have up till now. The famous factor to the rapid growth of food businesses is the demand among the members in campus. It could be seen clearly during lunch time, breakfast and also dinner.

This has increased the business opportunity that targeting students and all members in campus. Hence, we believe that dewan makan could be a great business opportunity.