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EXECUTIVE SUMMARY

The business is based on partnership of 5 members. Our business provides products like sport wear and equipment and services like rental and counselling.

SPORTY sport centre is a centre that encourages people of all ages to live a healthy lifestyle and get rid of unhealthy habits and social problems. Targeted customers that often come to our store are local people especially the residents of Kota Samarahan. However, the regular customers that coming to our store are usually from university students and health enthusiasts. The uniqueness of our business is that besides selling products, we also provide a health counselling session for those who are interested to change their lifestyles.

Our vision is to be a top sport centre and tagged as a reliable place for customer's to purchase their healthy products and services as well as helping them to be a healthy society.

SPORTY SPORT CENTRE

VISION

- To be a top sport centre and tagged as a reliable place for customers to purchase their healthy products and services as well as helping them to be a healthy society.

MISSION

- To promote the health awareness among the society of all ages that are not conscious with their physical problems.
- To provide high quality products and not letting our customers down with our reliable services.
- To increase the profits of our company and boost our economic development.

OBJECTIVE

- To provide sufficient sport products so that the needs and wants of the customers can be satisfied and fulfilled.
- To encourage customers to get involved in sport for their body health everytime we organize sport events.
- To enhance a working environment of stress-free and togetherness where top management and the subordinates work together and have two ways of communication at work.

❖ SCANNING THE ENVIRONMENT AND EVALUATING OF SELF AND THE COMMUNITY

A) ENVIRONMENT

1. POPULATION STRUCTURE

We are targeting the residents in Kota Samarahan as our customers. There are around 174400 residents in Kota Samarahan. As there are a huge number of population, the opportunity for us to develop our business is bigger. SPORTY Sport Centre may be the interesting spot as there are mostly students and teenagers that stay in Kota Samarahan.

2. INCOME AND TASTE

The products and services that we have provided are surely affordable. The customers in Kota Samarahan area especially the students can easily purchase our products and services with the best price. The quality and variety of our products and services will satisfy the taste of the society.

3. MEDIA AND INTERNET

People nowadays are mostly getting use with the media and internet. We will make the promotion through several social medias such as instagram, facebook, and twitter. The customer can also visit our official website to know the details of our products and services.

4. SOCIAL PROBLEMS

Social loafing is one of the bad habits that occur among the society. We do not want to create a society that depends on the people or things. For example, a person can do his or her exercises instead of depending on supplements. So, our business can help to reduce that kind of social problem. We have provided some sport products and services that can encourage the public toward a healthy lifestyle.

5. NEW GOVERNMENT RULING

There are few government rules and regulations that need to be followed during the entrepreneurial activity. According to "PRICE CONTROL ACT 1946", the maximum price of price-controlled goods shall be deemed to include any sum payable or paid as consideration for an option to purchase the goods. The government also already set a procedure stated