



# **FUNDAMENTALS OF ENTREPRENEURSHIP**

**(ENT 300)**

## **BUSINESS OPPORTUNITY (MOBILE GAMING STORE)**

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# **EXECUTIVE SUMMARY**

In this era of globalization, it is undeniable that business play an important role in the economic development of the nation and for the upliftment of living standard of the people.

Without business, nations' economies would be much smaller and weaker than they are.

Therefore, there are several of business being proposed and carried out among our society in order to keep the growth of economy.

For this report, I will be covering on a business on a game shop called Mobile Gaming Store. As for the reason it was called by that name is because for starters just by saying the shops name it can attract some customers interest in stopping by to check out the shop. The shops name is also not utterly short nor is it ridiculously long, its just a short and basic name to be memorable and easier for the customer to remember.

The store is located at a nearby residential area which happens to be near a school. The reason for the store being located there is because can be a main factor in attracting future customers which the target customers for the shop being students or people that would be interested in the games that is sold at the store. Plus, our store provides a place for the customers to play their games with their fellow friends, the store also host weekly events that can encourage the children at the nearby residential area to come and play the games they love at the shop while the shop provided prizes that can further encourage the customers to frequently come to the shop and build a good community in the shop.

## **PROJECT DESCRIPTION**

Every choice of business opportunity that we made must have a significant reason. The first reason why I choose this business opportunity which is “Mobile Gaming Store” is because I love playing game while using phone or pc and its will reduce cost of spending for hardware for pc or computer, all player mobile gaming can use console games which drives player to create a shop that can spread the love that player have about games and spread the to the community so that the community can feel the love for games as I did. Being a gaming nerd myself, It’s safe to assume that I can handle the store very well and can easily answer any inquiries that the customer has about certain things.

Besides that, another reason I choose this business is because there is a lack of a gaming community in my country, this could lead to people who enjoyed playing games not having a good gaming community for them to have fun with and to exchange information about certain gaming news while making new friends while being in said community. By doing this business, I can provide a great place for said community to grow more and more.

Last but not least, the reasons for me choosing this business is because of the profits that can be generated. People who loves their hobbies in this case games will find a way to spend their time and money to play their games, plus by having a large gaming community the revenue that is generated will be quite a sum to say the least. This can not only profit me but help me supply the store with a large variety of games and build a comfortable space for the community to spend their times playing games with their friends.

## **PROJECT OUTCOME**

By doing this business I've come to achieve several outcomes. First of all, helping the community to gain access to several games that is not yet be available to them due to lack of gaming stores or no interest in free game to the community. This is done by using the profits into supplying new games on the self. By doing this, it will help customers from buying credit to get any character or weapon to grow performance for their hobbies even more with the variety of selection that can be find in the store in game.

Besides that, the store provides the community a place for the community to play games with each other. By having this place, the gaming community will have a reason to make a get together to play games together rather than playing their games alone at their home. The place provided can also be used as a spot to create events with prizes provided by the pool of the registration fees, this will encourage new customers to participate and influence them to frequent the shop often.