



اَوْنَبُوْرَسِيْتِي تِيْكَنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

TYPE OF BUSINESS : SERVICES

PREPARED BY

FACULTY & PROGRAMME : EC1104C

SEMESTER : 4

PROJECT TITLE : CLEANING SERVICES

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TABLE OF CONTENT

NO.	TITLE
1.0	Executive Summary
2.0	Identification, evaluation and selecting a business opportunity
3.0	Conclusion
4.0	References

1.0 EXECUTIVE SUMMARY

For our business opportunity, we choose cleaning service as our business opportunity. We choose cleaning service because through our observation, mostly our friend's room at the hostel are messy and they frequently ask if there any services that clean their room. Most of them are very busy spending their time with their assignment. As we acknowledge, everyone love a tidy peaceful place but not everyone love to clean it up. So we took this opportunity to open our cleaning service. We charge RM4 for each room and RM5 for toilet. If our customer request a cleaning service during morning time, we will give 10% discount. To make sure that our services can be trusted, we will ask at least one of the customer to stay inside their room for safety reason such as losses of things. We are going to promote our cleaning service through social media such as Facebook, Instagram and Twitter because nowadays, everyone have their own social media and through social media, they also can contact us if there are any inquires. Last but not least, we named our cleaning service as "Squeaky Shining Room".

2.0 IDENTIFICATION, EVALUATION AND SELECTING A BUSINESS OPPORTUNITY

Step 1: Identifying the needs and wants of customers

Opportunity identification is a competency that can be developed as are other unique competencies and that the entrepreneurship classroom is an appropriate venue for developing the skills necessary to improve the ability to identify opportunities.

The business that we chose is "Squeaky Shining Room" which is hostel cleaning service in Campus 2 Universiti Teknologi Mara (UITM) Kota Samarahan . Our cleaning service will make sure that everything is clean once the students enter.

Cleaning service are terms more describing a specialized outside service, providing a specific service. Generally, the duties are dusting, sweeping, mopping and cleaning the bathrooms. Standard cleaning service for each house usually cost Rm15 which is the room is Rm4 each and the bathroom will be Rm5. The skills that we must have in this business are experience, punctual, reliable and trustworthy.

The reason why we chose this business is because we can see the opportunity in this business due to no such service there and are in high demand because mostly student do not spend their time on cleaning their house. As we know, everyone love to have a clean place to stay to be comfortable but not everyone can maintain the cleanliness of it. So here, we are going to solve the problem.

There are no such service before so it will be a huge opportunity for us as we know the student need this kind of service these days but not during semester break as no one in the hostel and it is strategic for us to choose Universiti Teknologi Mara (UITM) as our location due to a lot of student who stay in the hostel. We as cleaning service do not have to find a rental for this business so we do not need much cost to start this business and this can give a better pay to our team. This cleaning service is attractive because it is the needs and wants of customers since everyone want to have a clean and cosy place to stay.

The foremost advantage of cleaning service is that student do not have to do the cleaning by themselves. Generally, people choose cleaning service because of lack of time to do cleaning which saves their time to do other things. A clean house is quite easy to maintain. Also, we as a cleaning service would pay complete attention to clean your place and would hardly ever get careless while doing so. Consistent home cleaning ensures that the home remains well-maintained and organized.

Step 2: Scanning the environment & evaluating of self and the community

Environment

1. Population structure

Population structure is a component of the environment for the members of the population and provides information that affects individual physiology and behaviour. For example, how many males and females of different age groups are in the population in each place. Population structures change from place to place and over time. In fact, years increase, number of student increase. So in this case, when there are a lot of students by years, demand for this business will be high too. In this campus 2 Universiti Teknologi Mara (UITM), there are 3227 students.. Students and warden are our target customers for this business. During semester break, there will be no student so warden will be our target customers. Most of the students really look for this service as they do not make time for cleaning but really want to have a clean place to stay.

2. Income and taste

Income is money that a business receives in exchange for providing a good or service. In individual, income is the most often received in the form of wages or salary. Taste is refer to the products and services that people consciously choose over others. People taste are so powerful that they can change how businesses conduct their activity. There are a lot of things that can change one's tastes that cause people want to buy more or less of a product. In our business, we have some attraction activity in order to attract customers based on their taste to increase our income. Firstly, we will give 10% discount price during morning. This is because usually price is always viewed as the most important factors that affects demand. Obviously, lower prices, more customers. Next, customers tend to spend more for a better quality of service. We as a team will always make sure that we check everything that we clean before get the paid from the customers and in this cleaning process there will be at least one of the customers in the house in order for their own safety things such as losses of things. Finally, we as a cleaning service must have a good communication skills. To sum up, for entice the customer to be our regular customers.