



اَوْنِيُوْ رَسِيْوِيْ تِيْكَوْ لُوْ كِيْن بِنَاوَا
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

SNOOKIES COOKIES

PREPARED BY

**FACULTY & PROGRAMME : FACULTY OF ADMINISTRATIVE
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SEMESTER : PART 4

CLASS : 4A

GROUP MEMBERS : 1. ANATASIA SAWAI ANAK RIBUT

(2016984255)

2. BEATRICE AUDREY ANAK DONOLD

(2016840902)

3. CHRISTINA MIMI ANAK HOCKEY

(2016782799)

4. CLAUDIA ENDON ANAK MANJAN

(2016888946)

5. EYVLNE LAURA ANAK GANAI

(2016952073)

**6. JEREMAH MARTHA ANAK
DOUGLAS**

(2016527399)

PREPARED FOR

MADAM SITI MARDINAH BINTI ABDUL HAMID

SUBMISSION DATE

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2.0 EXECUTIVE SUMMARY

SNOOKIES COOKIES

The Snookies Cookies is a company that produce cookies and we intended to use a good strategy to attract more customer, which is different level of sugar. We provide different level of sugar for our cookies such as standard level, 30%, 50% and 75%. This is because our customer consists of old folks and children. They can choose their own sugar level for their menu. We also provide a whole of healthy varieties of cookies that can be choose by our customers as there are some customers that prefer a healthy foods. By using this method, we can increase our potential customers among the people of Kota Samarahan.

Furthermore, we are also giving promotion for our special cookies which is whenever customer purchase nine pieces of our cookies, they will get free one piece of cookies by their own choices. Not only that, those loyal or regular customers will get more free cookies from us. This is to create variety for our customer to buy differences cookies and gain more customers. We also provide tester of cookies so that our customer can try before they buy our cookies.

In addition, we also provide a free cost of delivery for our customer especially that live 5 kilometres away from our shop lot radius. We will incurred charges if the order taken above the 5 kilometres radius with reasonable charges. This can help to promote our cookies especially among the nearest community, which can give benefits to our sales of cookies from them which they can help us to promote our cookies to their family members and friends. All they need to do is contact us through our office number and WhatsApp number then their order will safely arrive in front of their door.

We are confident that this business will be one of the famous cookies in Malaysia. Not only that, we are also confident that in five years our business is known widely among local citizens. Thus, our profit will be doubled, and we are silently helping with the market growth in Malaysia.

3.0 COMPANY' PROFILE

VISION

Snookies Cookies aims to further strengthen the quality of the cookies and as well as become the leading company in producing the cookies. We also strive to be a strong and successful Cookies business, respected by everyone with the products that can be enjoyed by consumers with a more towards healthy products. As safety, quality and a better taste of our products are important, we want to maintain the culture and origins of our cookies which are the healthier products with low sugar, carb, oils and fats.

MISSION

The mission of our business is dedication to customer happiness and satisfaction. We are focusing on providing a superior customer services. Every step of the process from first introduction to the final product delivery survey is designed to provide and easy gifting process with a high quality and unique results. We also take pride in developing and producing the highest quality processes and products so that it can meet the customers' expectations. We continually invest in our diverse and efficient baking facility, our people, and our innovative products.

OBJECTIVE

Our main objective is to provide a whole high quality of services and products that can satisfy everyone. Firstly, we all believe that the highest quality, food and employee safety processes have to be in the forefront of our minds each and every day. This is because we want to meet the consumers' needs for safe, high quality, tasty and nutritious products. Next, our team aspires to make a difference in our communities. We focus on effective communication and building connections among our cross functional teams that drive process of improvements and profitability. Our team are passionate and disciplined in focusing on the sustainable growth and delivering value that can meet the customers' requirements. Furthermore, we strive to minimize waste and help the community by providing a good services and products. We always seek the customers' feedback and providing a good services to maintain our good reputation in order to be leading cookies business.

4.0 IDENTIFICATION

FIRST IDEA

The first idea for our cookies business which is The Snookies Cookies is producing the healthy varieties of cookies. For our cookies, we are intended to use different level of sugar and using some organic or vegan ingredients for our cookies. In terms of the different level of sugar in our cookies that we provide, we are providing the standard level of sugar such as, 30%, 50% and 75%. The reasons of us choose this idea is because, everyone can buy and consume our cookies to their own preferences. Since our business is mainly for everyone, we are taking consideration of the customers like children, old folks that cannot consume such level of sugar and even a person with a diabetic can consume our cookies.

As for this, our customer can choose their own sugar level for their menu where it will be put in each category of sugar level, so they can choose it by taking those cookies with their preference sugar level. Besides that, we also provide the organic or vegan cookies for our customer. The reason of us providing this is because we want to promote a healthy cookies for people. As some other cookies are contain too much fats and oils that are bad to our health, we choose the other way by providing the ones that can be consume without harming our health. So, by using this method, we can attract more customers and increase our potential customers among the people of Kota Samarahan.

SECOND IDEA

The second idea is, we are giving a free promotion for our customer. The promotion is that they will get free one piece of cookies whenever they purchase nine pieces of our cookies. The customers can choose any three flavours of cookies that they want for free. The reason of us providing this kind of promotion is because we want to create a variety choice for our customer to buy and at the same time it can helps us to gain more customers and loyal customers.

Not only that, we also provide a tester of our cookies so that our customer can try any type of cookies before they buy our cookies. The reason of us providing this is because they can taste how good and unique of our cookies before they buy it. In a result, they will tend to buy more after tasting how good it is. As compared to other cookies business, they do not really provide a tester for the customer to taste before they are buying it, so the customers do not know the taste of the cookies that they are