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**FUNDAMENTAL OF ENTREPRENEURSHIPS (ENT300)**

**BUSINESS OPPORTUNITY**

**MEISTER BURGER**

**FOOD AND BEVERAGES (SERVICE)**

**PREPARED BY**

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## Executive Summary

In this report we are going to focus on business opportunities on how to operate our business based on information that we gather from our interview session with Burger O Myy. We also have identified several the needs and wants of customer to be applied to our business soon. Through the information gathered also we can improve our business and perhaps will gain much more profits in the future. There are few steps to develop business plan that we apply in this report which is identifying the needs and wants of the customers, scanning the environment & evaluating of self and the community and lastly screening the business opportunity. Some of the problems that Burger O Myy faced are slow service or the food arrive taking too long time and misunderstanding between customer on the concept of who gets first the food that they had ordered. Other than that, we also solve the problems by the price, quality and option methods whereby is the price is relevant with the quality and how many options that can be made in our restaurant.

Since Burger O Myy having difficulties in delivering their food, we come with an idea to start our business along with food truck service. This truck will be only operated on festive seasons but our delivery service will operated 15 hours and 6 days a week. Based on the scanning of the environment, oneself and community, we notice that Kota Samarahan is an area that has many population and customers that we targeted. As Kota Samarahan is a campus area we focus on income and taste of student where we plan to selling cheaper western food with high quality ingredients, spreading the information through Medias as students active in social media and they are the bigger population that is interested in western food.

Next is evaluating the business opportunities. After has been discussed and considered, we decided to select the restaurant with a food truck as our business opportunity as it gives a lot of benefits and also the demand on western food is high but lack of restaurants in Kota Samarahan area. Through the food truck, we can move any area especially at Kota Samarahan and other areas too and eventually increase our profits. Hopefully by this restaurant and truck concept we will get positive responses or feedback from our customers and gain more sales in the future.

## **Step 1: Identifying the Needs and Wants of Customer**

For a customer to buy or use our product or service, for sure, we need to identify a customer need as a motive that prompts them to do so. The needs and wants of customer driven their purchase decision and the company must often look into it as an opportunity to resolve or contribute surplus value back to the original motive.

### **Price**

Affordable price of a product or service is the most concerned element when the customers want to purchase something as customer have their own unique budget with. Most of the customer need to consider with the budget that they have before they purchasing because not all the customer was born with golds. Some of them are students or workers whereas they need to make saving. With the product or service the company have produce, the price that has been set must be in line with it. The price also will determine customer's purchase decision. So, the company should set an affordable price for a certain product or service whereas it can encourage customers to buy more.

### **Quality**

Quality is one of the customer need and want because the quality of the product or service can be the reason either stopping them from purchasing more or not purchasing at all. Usually it involves the relationship between price and quality. The greater the quality, the greater the price. But it also not is a problem to put a lower price with high quality because good and high quality is what customers want. In addition, it can attract more people to buy the product or use the service all over again in the future. None customers want to use the same product or service after they experienced a bad quality things and it may ruin the images of the business if customers spread the news about our product.

## Options

The customer needs to be given choices or options for them to choose the things they want to purchase or consume. Indeed, it is one of the important thing to have in a product or service. Customers need options when they are getting ready to make purchase from a company. The company can put a description, subscription or payment options to provide freedom of choice. Otherwise, they can offer variety of products depending on their type of business. This customer want and need would be the most satisfying element to the customer before they purchasing things or consuming the services. Moreover, they can make choices as they can compare to the other company's product or services but we as a new company need to make a better and ~~great~~ product or services in order to encourage them to use our company instead.