



**A STUDY ON THE MARKET OPPORTUNITIES
OF SETTING UP A BRANCH IN TANJUNG MALIM
FOR SECONDARY SCHOOL STUDENTS**

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Abstract

It is definitely important for everybody including the younger generation especially those who are studying to know about computer. This is due to the government's vision to make Malaysia one of the most fast growing country that uses Multimedia Super Corridor (MSC) as their backbone in handling all government and non-government matters. A study on market opportunity of setting up a branch regarding computer centre is being carried out with the intention of helping the company to select the best opportunity for them to at least help the Tanjung Malim secondary student in becoming a computer literate citizen. The main objective of this study is to identify and analyze whether there is opportunity for YZA Computers Sdn. Bhd. to have one of its branches in Tanjung Malim area. Other objectives include determining the level of computer awareness of Tanjung Malim's student. From this study we can see that the students are not well exposed to computer world and their respective school do not have such computer class facilities. Thus there are some opportunities for YZA Computers to set their branch over there but they must also think of their competitors and try to compete their competitors by being different from them for example, having their outlet in colorful building and giving extra services such as scanning that the other competitors do not have. In conclusion, we found out that by being different from the competitors we might lead the computer class market in Tanjung Malim area and be their leader instead of being their follower. However, YZA Computers should take into concern about their financial matters, personnel subject and management in order to success in their new venture in Tanjung Malim.

1.0 Introduction

1.1 Background of the company

With a paid up capital of RM 800,000, YZ Alliance Group Sdn. Bhd. was incorporated on 12th May 1997 under the Companies Act 1965. While the authorised capital of RM 1,000,000 being provided, the natures of the business are investment, holding company and landscape architecture.

The group of companies was established to cater for the need of more consumers oriented based companies and to provide a one-stop centre for customer based services.

Although the YZ Alliance Group Sdn. Bhd. was a new company but it had a lot of businesses that make them one of the most fast growing company that allied with various local and international partners.

YZ Alliance Group Sdn. Bhd. generates their income mostly from the catering and food services, and also from landscape architecture, namely YZ Catering and Food Services Sdn. Bhd. and YZ Trading (M) Sdn. Bhd. These two companies are quite stable even the current economic is not too good to rely on. Other companies are running quite smoothly for they still got some business to be carried on and some of them are very worthwhile for YZ companies.