



اَوْنُورٌ سَيِّدِي تَيْكُونُ لَوْ كُنَّ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDEMENTALS OF ENTREPENUURSHIP

(ENT 300)

INDENTIFICATION OF BUSINESS

OPPPORTUNITY

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Executive Summary.

The final decision of our group business opportunity is room cleaning service concept named 'Da-Bomb Awes Cleanz'. It is a service business where will have high demand among the university students especially in MARA university of technology here as we do not have any room cleaning service that been commercialized. One of the reason why we are sure that it will be a high demand among the student is because we do not have any competitors in this business field as we are the first one who found this business opportunity and this service is really needed. We hope we can be a trendsetter so that more people could open more businesses like this for any other public universities.

Other than that, we chose this business opportunity because the requirement is not as high as other business opportunity. Cleaning utilities are easy to be found and cheaper than other utilities such as cooking utilities which cost higher. As an example, a vacuum could only cost about RM300 per unit which we only need to buy once. But if we open up food service we have to buy raw materials to cook which we have to renew every time run out of stock or if it is out of date which will cost more because we need to buy it more than just once. As for the location to operate this service, we can only make our home as the office and the place to keep all of the appliances for cleaning. This is another reason for us to not deduct any amount of money from our monthly profit or to sum it up, this business is really good to go as it is requiring less modal to start and the profit that we will gain will be more than the modal that we had invested.

In a nutshell, the factors that are also affected the selection process are includes the potential of the business to growth in this modernization day, has the least competition among the other businesses, has a good fit between entrepreneur and opportunity, has a competitive advantage to survive for a long period of time throughout the business period, workable and efficient business to run around the hostel areas and last but not least, this room cleaning service concept are not against the norms and values of the community to ensure the reliable of the business between the entrepreneurs and the consumers.

CONCEPT

“Da-Bomb Awes Cleanz” is a company that provides cleaning service specialised for university students especially MARA university of technology. We provide cleaning service for students’ room to ensure it is always neat, tidy and comfortable. A clean room makes learning process way better and comfortable. Besides that, we also ensure students are safe from dust and infections as we use the cleaning agents that removes insects and bacteria.

We got this idea from our own experience as a student, what we really need and what people around use need. This idea is also inspired by hotel housekeeping and also private universities apartment room cleaning service which public universities usually don’t have.

Basically, our market is the students. Moreover, the market opportunity in this globalization era is in need of more in service field compared to material. There is already a lot of business that produce products that creates competition in business field. They must come up with a better product or improve their product to ensure consumer always buy their product. So, we came up with this cleaning service as the solution because we know that cleaning service will have high demand in today’s and also in future’s society. Our solution is particularly compelling because it is undeniable that student needs help in cleaning their room. As what everyone knows, students are usually busy and loaded with assignments, tutorial, projects and also outdoor activity that makes it hard for them to find time to take care of their room hygiene and cleanliness.

This service could make the world a better place when less students gets sick and more students free from diseases. It is crucial for students to keep their body in a good condition all the time. Of course, this business is not something new, but it is rare. This business has succeeded because their services in cleaning is really needed

Last but not least, this opportunity is still attractive because it is rare but really needed and cleaning service is really a high demand.

VISION

Our mission is to make students' sleeping space more comfortable and making dorm room a suitable place for study. We also will create a healthy surrounding around the hostel by ensuring the rooms are always clean.

Therefore, our vision is to ensure that students who are using our service are always happy with our cleaning service. We promise to make their room free from dust, free from bacteria and smells good. We will do all the deep cleaning that they seldom do because it needs a lot of time to finish it, such as cleaning their ceiling fan, sweep dust under their wardrobe and bed, wipe the window, wash their curtain and wash their bedsheet.

Besides that, we will also make our service price affordable and reasonable for student. We hope to always fulfil all of our customers' needs and desire. We also hope that our customers are always happy with our cleaning service.