



اَوْنِفُوْسِيْتِي تَيْكُونُو لَوِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF INTREPRENEURSHIP (ENT300)

IDENTIFICATION OF BUSINESS OPPORTUNITY

PREPARED BY,

**FACULTY AND PROGRAM : FACULTY OF CHEMICAL ENGINEERING
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EXECUTIVE SUMMARY

M.A.M.A. FOOD TRUCK is our business name. This food truck business seems very unfamiliar in this Kota Samarahan area. That's our main reason to come up with this food truck business. M.A.M.A. FOOD TRUCK is offering people a good quality of western food along with complete nutrient for body.

Our food truck offering western food with reasonable price. The reason behind that is we want everyone can afford to buy our products. Other than that, with this food truck, we are trying to make our customer easier by showing concept "food will find you not you find the food"

Other than that, M.A.M.A. FOOD TRUCK also bring creativity in food so that it can change the people's mentality that "street food" is just food in ordinary Pasar Malam

MAMA'S FOOD TRUCK market target are the people near this Kota Samarahan but to be more specific in Desa Ilmu. It is because Desa Ilmu has the Pasar Malam every Friday and Saturday night. Pasar Malam near Desa Ilmu attracting people who lives in Kota Samarahan to buy food, stuff and etc. Furthermore, Desa Ilmu adjacent to UITM campus Sarawak, so the students in UITM'S area is also our market target.

1. VISIONS, MISSION, OBJECTIVES OF ALL BUSINESS IDEAS.

2. FOODEVERY

CONCEPT

The idea comes from a university students who stay up late. In the middle of the night they feel hungry. Unfortunately, the cafeteria were closed and also they unable to go outside looking food. we came up with this idea to deliver food at 24 hours in fresh conditions. The customer can order the food from their smartphone and wait for 10-20 minutes to enjoy the food.

OBJECTIVES

The objectives of this business is to deliver fresh food that ordered by customer at shorter time.

MISSIONS

This business' missions is to deliver fresh and hot food to especially to busy person customer that has not time to cook their own food or students that stay up late to do their assignments.

VISIONS

Our visions of this business are become the largest and most trusted food delivery with cheap price compare to other food provider.

3. NIAGO (ENTREPRENEUR MARKETER)

CONCEPT

The idea comes from the entrepreneurship lies in UITM's students itself. They have their products or services but does not know where to sell them. So, we came up with this idea to develop an applications/ website for beginner Entrepreneur/small businesses to spread their products. This applications can connect the entrepreneur and the consumer easily..

OBJECTIVE

To enhance the popularity of small business's products especially to UITM students who wants to be an entrepreneur.

MISSION

To create platform for a small business to increase their sells.

VISION

To increase the sells of small business and able to sell their products internationally.