



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

TYPE OF BUSINESS

SERVICES

PREPARED BY

FACULTY & PROGRAMME: FACULTY CHEMICAL ENGINEERING (EH110)

SEMESTER : 1

PROJECT TITLE : SELF-TOP-UP & PAY BILL MACHINES

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EXECUTIVE SUMMARY

Self -Top-Up and Pay Bill Machine

Top-up is the most need for all of the students due to get their mobile data to access internet for communication and research. Self -Top-Up and Pay Bill Machine is a touch screen machine that offer service to community in Malaysia for them to pay their post-paid and buying their top-up without going to the retail shop. A wide range of telecommunication service's top up such as Celcom, Maxis, and Digi makes our business is exclusive among the business in campuses as we are having a partnership with them. We are providing ten units of this Self-Top-Up and Pay Bill Machine in the campus and our target spot is public places, convenient store, dining hall, youth centre and college. The business capital is amounted approximately to RM 100,000 where the total contribution of each member is RM 25,000 and the rest RM 75,000 is from Bank Islam's loans.

Instead of offering this service to the prepaid users only, we also offers that the post-paid users can pay their post-paid bill through this machine. Moreover, this 2 in 1 machine available for 24 hours which gives a lot of benefits to our company and we are highly confident that our market can be easily developed and spread in Malaysia.

To make this market more interesting and attractive, we decided to pursue the customer to make their own account for this machine whereby they can purchase their top-up and paying their bill without using cash We have done some research that students normally busy during day time, so they do have time to purchase their top-up. This comes the saviour where this machine can help them when they need it any time.

We are confident that this business will be one of the famous vending machine and successful in the next five years as most of the students are exposed on how this machine works. Thus, our profits will be doubled, and we are silently helping with the market growth in Malaysia.

VISION

Our selected idea among the three ideas is the Self-Top-up and Pay Bill Machine. The vision of this idea is to lead a life where all parts of community especially students get the basic need that they seek for. As you know, internet is a need in this generation critically for those who are still studying because most of the time students used references from internet rather than sat down and searched for information in the library or did some researches using all the books provided. This is way easier since they are already exposed on how to subscribe the internet from primary school.

MISSION

The mission of this upcoming business is to offer the community the basic needs in life while leading the way for socially-conscious business. We offer the community to keep in touch with anybody as you know telecommunication is significant in our life especially for those who cannot be far away from their loved ones.

OBJECTIVE

Moving forward, the main reason why we chose this business is to make an adequate preparation for changes in technology. For example, recently the Malaysian government has formulated Tranformasi Negaraku 2050 (TN50) as a grand plan to carry Malaysia all the way to 2050 especially for the young adults to express their aspirations and idea on how to develop a brighter future for Malaysia. TN50 also promises a bottom up process for our own country and this system could be one of what the future holds.

IDENTIFICATION

1st IDEA

Our first idea is Self-Top-Up and Pay Bill Machine which is a business based on service. Basically, it is a 2 in 1 machine that offers community to pay their bill and top up their credit balance for telecommunication service in much easier way. The purchased credit is used to pay for the telecommunication service because if there is no credit then accessed is denied by the mobile network. Besides than its special feature which is a self-service touch screen machine it's also operates for 24 hours. This brings benefit to the users and the company itself since this service is a high demand within the community because the usage of prepaid cell phone service is common in most parts of the world. This machine is an upgrade version of purchasing refill card at retail or making payment using an ATM since it is providing for prepaid and post-paid users. The launched of this Self-Top-Up and Pay Bill Machine could bring different to community especially those in the remote areas because it only needs electricity.

2nd IDEA

The second idea also based on service which named Stress Room. Despite than its name, this room actually a place where people can release their daily emotion and stress by having fun with entertainments. The special feature about this room is it have 2 entertainments in a room instead of one, which include mini cinema and karaoke. People don't have to be in dilemma in deciding whether they want to go for a movie or to go for karaoke. This room equipped with air conditioning, mini cinema, karaoke box and couch. This service is paid for every hour of usage and the limit for every room is 15 persons per room. Since it is the first 2 in 1 entertainment room being introduced, it may attract people because of its own special features.