



اَوَّلُ عِلْمٍ نَسِيْقِي تَتَكْوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
IDENTIFICATION OF BUSINESS OPPORTUNITY**

PREPARED BY,

FACULTY & PROGRAM : FACULTY OF CHEMICAL
ENGINEERING/EH1101A

SEMESTER : SEMESTER 1

PROJECT TITLE : WAHANI NOODLES RESTAURANT

GROUP MEMBERS :

NAME	STUDENT'S ID
1.NICODEMUS ANAK MARK MAREK	2017490402
2.NUR KHAIRUNNISA SUHADA BINTI RAYA	2017490386
3.MOHD HAAFIZ BIN ANUAR	2017628374

PREPARED FOR,

MDM SITI MARDINAH BINTI ABDUL HAMID

10 NOVEMBER 2017



10/11/2017

TABLE OF CONTENT

CONTENT	PAGE
1. COVER PAGE	i
2. TABLE OF CONTENT	ii
3. EXECUTIVE SUMMARY	iii
4. VISION, MISSION AND OBJECTIVES OF ALL BUSINESS IDEAS	1 - 3
5. IDENTIFICATION, EVALUATION AND SELECTING A BUSINESS OPPORTUNITY	4 - 13
● Identification	
● Evaluation	
● Screening	
● Selecting	
6. CONCLUSION	14
7. REFERENCES	15

EXECUTIVE SUMMARY

This business is based on partnership where it consist of three members. Our business is producing our own noodles (homemade noodles) and opening a restaurant that selling various type of menu that based on noodles. We collect some main noodles menu from all over Malaysia and some noodles from aboard where the noodles are trending nowadays.

WAHANI NOODLES RESTAURANT is a restaurant that come with more than 30 Malaysian noodle menu and 20 aboard noodles menu. The uniqueness of our restaurant is we produce our own noodles for our restaurant needs as we can reduce our capital expenditure to buy noodles from the supplier. In addition, we also produce a healthier noodles as we do not add preservatives in the noodles.

Our restaurant vision is to forever share joy and memories through our noodles. We want to introduce noodles from peninsular Malaysia to Sarawakian so they do not have to bother to go there to taste the noodles and peninsular Malaysia people that stayed in Sarawak also can enjoy it whenever they missed their foods (noodles). Besides that, we want to grab the opportunity by selling of aboard noodles to make our restaurant more attractive.

VISION, MISSION, AND OBJECTIVES OF ALL BUSINESS IDEAS

1. NOODLES RESTAURANT

VISION :

-Our vision is to share the joy of eating through our finest noodles.

SLOGAN :

“TO GOOD AT DELICIOUS”

MISSIONS :

- To contribute to the welfare of the society and environment in a sustainable manner.
- To create good food (noodles).
- To enhancing relationship.
- To provide sustainable solutions for food needs.

OBJECTIVES :

-With discipline as the basis of our way of life. We conduct our business with integrity. We treat our stakeholders with respect and together we excellence and continuous innovation.

● EVALUATION

ENVIRONMENT

POPULATION STRUCTURE

-The population in Kota Samarahan is very large because of the presence of three universities around this area. This is a good sign to open a restaurant at the Kota Samarahan. The number of population also increase every day as in here also have a lot of local resident and village. This will make our business or restaurant became famous. This will also give us opportunities to become a popular restaurant in Kota Samarahan. The huge number of population will also encourage us to improve our quality of noodles and our services.

INCOME AND TASTE

-The income of a noodle restaurant is an average income. Although, there are many noodles restaurant out there, this still not make any change in the income of our restaurant. This is because our noodles menu have a various type of taste such as thai, and the taste of our noodles are different than other noodle restaurants. Our noodles restaurant have delicious and tasty noodles menu.

MEDIA AND INTERNET

-We as a business partner must promote our business or restaurant using media and internet to make our restaurant and products become famous. Social media and internet is one of the most effective ways for us to advertise our business. Besides that , it also help us to let other people to know about our business and that is the ways for us to get customer.