



اَوْنُوْزِئِيْتِي تِيْكَوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

CAWANGAN SARAWAK
KAMPUS SAMARAHAN

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY REPORT

PREPARED BY;

FACULTY : **INFORMATION MANAGEMENT**
PROGRAMME : **INFORMATION MANAGEMENT (IM110)**
CLASS GROUP : **IM110 5E**
PROJECT TITLE : **BUSINESS OPPORTUNITY REPORT**
GROUP MEMBERS :
1. **ANDY BRANDONLY SEBAU**
ANAK JARUP (2017893146)
2. **AZYAN NADZIRA BINTI**
MOHD NASRI (2017281518)
3. **MOHAMAD ROZAI MAN**
BIN OTHMAN (2017288984)
4. **MOHAMMED FAZRUL ASLAM**
BIN ABDUL RAHMAN (2017271746)
5. **ZURFAZEERA BINTI**
ZA'ABAIE (2017289114)

PREPARED FOR
MRS. SITI MARDINAH BINTI ABDUL HAMID

SUBMISSION DATE
12 / NOV / 2019

TABLE OF CONTENT

Topic	Page
Acknowledgment	i
Executive Summary	1
A. Overview	2
B. Identification on Business Opportunity	3
Needs and Wants of Customer	3
Identified business opportunities selected	5
C. Evaluation of Business Opportunities	6
SWOT Analysis	6
Evaluation between entrepreneur and business opportunity	8
D. Selection on Business Opportunities	10
Business Opportunities Selected	10
Justification for selecting business opportunities	10
Consumer Trend Canvas	11
E. Conclusion	13
F. References	14
G. Appendices	15

EXECUTIVE SUMMARY

Business opportunities are about how we related the case study and business to apply it on our business plan to be a successful entrepreneur and how we identify any course of production of beginning until end. It also teaches us the strategic plan to recognize any problems with this business.

There is two case study that we would evaluate and compare for us to select the best business opportunity for our business plan. These two case study has different type business which is manufacturing and services. Firstly is a shop that provides custom jersey for their target audiences and secondly is a shop that provides printing services in many ways also sells stationary in their store.

In conclusion, based on this business opportunity our group know how to relate and identify every step to move forward also reduce the problems that happen into us from this two companies which had their own strength and differences strategic way.

Key points : Case Study, Manufacturing, Services, Problems, Entrepreneur, ...

A. OVERVIEW

Firstly, Sam's Centre (SamFah) is recognized and very famous among UiTM Samarahan students as well as UNIMAS students. This is due to the location of the company which is just behind the Seri Mulu College and it is also near for the students to come and visit the company branch. Moreover, the company also offering the main needs for the students such as printing services and stationery. The Sam's Centre perceive to have miscellaneous benefits. The printing quality just as expected and meet customer's need. The company obtain these best quality only with the low cost budget. A strong market growth as the Sam's Centre can be achieve through an effective management of financial and efficient customer services. Other than that, the opportunities to obtain new skills and knowledge is huge for the employees as the company are providing training class for the newbie. Next, there are many competitor for Sam's Centre as other company are also providing the same products and compete for the same target market to gain profit.

Secondly, Kaki Jersi Enterprise is the business which produces manufacturing their own customs jerseys. They started the business in 2015 and the business started by 3 co-founders in a small room owned by one of the directors in Kampung Pandan. The main reason they started up this business because of they find opportunity in making their own local brand jersey and sportswear. They started receiving online orders from customers only but now the business has expanded and they moved into a store in Batu Caves plus they already opened an outlet where customers can come and pick the jersey and sportswear they want as an addition to their online business. Main activity for this business are jersey printing and selling custom jersey for various types of sports including football, futsal, rugby, running and many more with affordable and reasonable price to their customers . Moreover, Kaki Jersi Enterprise. specialty are the material they used in making their jersey and they business keep on expanding with the effort of sponsorship in football tournament and football and futsal clubs with fan base in Malaysia and Indonesia.

B. IDENTIFICATION OF BUSINESS OPPORTUNITY

Scanning the environment and Identification of needs and wants of customer in area of Kaki Jersi Enterprise and Sam's Centre (SamFah)

i. KAKI JERSI ENTERPRISE

FACTORS	EXPLANATION	NEED AND WANTS OF CUSTOMER
Population structure	The populations of adults in the area Batu Caves is higher compared to teenagers and children	Most adults that organize an event or team need good printing and fast service for their team attire.
Income	Customer orders came from other companies for their events will using their company income.	Many designs to be choose from or being provided by their own with affordable prices.
Social	The demands for sublimation printing jerseys is increasing. People also demanding for some unique designs instead of template designs.	Customers want sublimation jerseys since it is also providing comfortable while wearing it.
Technological advances	Development of internet Advances style of printing with sublimation method	E-Commerce, advertisement, social media usage. Using their own design.
Government Policies and regulation	Sponsorship	The customers could had a sponsorship and give supports to the local brands while gaining more popularity for the brand.
Community value	To up rise the Malaysian own local brands for the community	People could take part by supporting the brands until their own favorite football teams used the brand.