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MARA

CAWANGAN SARAWAK
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**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

BUSINESS OPPORTUNITY

HANI'S CUPCAKE

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EXECUTIVE SUMMARY

Sam's Centre is one of the attractions of student as its provided variety brand of stationeries. Other than that, the residents of Desa Ilmu also used Sam's Centre services to complete their daily task. Besides, Sam's Centre also known as one of the leading companies and it has been established long time ago to serve the community. Plus, the company offering the wholesale price for all items in their branch. The main reason for the company stays and expand their branch in Kota Samarahan is because they are targeting universities students as their main incomes. Other than that, they also get demands for customers to expand their services especially printing services in the company. The case study that has been evaluated show that Sam's Centre has a very high opportunity to b expand for future as its help students as well as the community to ease their task and helps them to get high quality materials with affordable price.

Secret Recipe Branch Samarahan located strategically at the centre of the residential area, which is in The Summer Mall, shopping complex. It has been established in 1997 until now whereas it has been expanded to over 440 cafes throughout the Asia. Secret Recipe served the various product of food and drinks that are being created using their own recipe or from the other international branch. Besides, the company also gain a good connection with another countryside which can develop a huge range of profit towards both parties. Secret Recipe already well-known by all people around the world because of their products that have been made is accurately follow the needs and wants of the people and also produce an efficient service towards their customers.

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1.0 IDENTIFICATION OF BUSINESS OPPORTUNITY

1.1 Choices of Business Opportunity

Factors	Sam's Centre	Secret Recipe Branch Samarahan
Population Structure	<ul style="list-style-type: none"> The population of students in the Samarahan area which is higher is one of the main factors to the company in order to expand their company. 	<ul style="list-style-type: none"> People in Samarahan tend to visit the branch as it was located in one of the main Shopping Mall in that area.
Income	<ul style="list-style-type: none"> The company gain income more than other competitor because it offers wholesale price for the customers. 	<ul style="list-style-type: none"> The company gain income when the customers purchasing foods.
Social	<ul style="list-style-type: none"> Demands to use printing and photostat services to complete universities assignment from students. The need of variety of stationery in universities life. 	<ul style="list-style-type: none"> Provide its own website to ease customers to explore products and making order. Provide delivery services for customers.
Technological Advances	<ul style="list-style-type: none"> The used of printing machine to fulfil the customer's need. 	<ul style="list-style-type: none"> The used of system to receive order from website.
Government Policies and Regulation	<ul style="list-style-type: none"> The company provide training license for all the new worker that join the company. 	<ul style="list-style-type: none"> Have HALAL Certificate from JAKIM for the company products. Own the business license to run the company.
Community Value	<ul style="list-style-type: none"> Helps customers especially students to get their needs and also helps students and lecturers in completing their tasks. 	<ul style="list-style-type: none"> Providing variety of mouth-watery food with high quality for customers.

2.0 EVALUATION OF BUSINESS OPPORTUNITY

2.1 SWOT Analysis

Sam's Centre	Secret Recipe Branch Samarahan
Strength	
<ul style="list-style-type: none"> • Well-organized display of product for sale. The items that are specifically for the needs of the customer has been arrange neatly and supposed to attract their attention. The selling product possibly being manage by the staff according the available place to be on display so that it can be seen and notice by the customers. • Wide range of products. Having a lot of types, size and brands of product would have been tough, but through the other hand, it can be manipulated wisely by the responsible worker which should be alert and care about each of the products that available from time to time. Not even the manager will be satisfied of the existence of varieties of the items, but it also manages to persuade and convince the consumer to have a chance to select their own choices that they preferred. 	<ul style="list-style-type: none"> • Better facilities and high quality of the interior design. Creating the intelligence view of the landscape in the company structure and design is one of the privileges to gain and raise the number of customers to be served. More than that, occupying the customer with fascinating facilities ensure them to enjoy their dishes comfortably. • Excellent ingredients of beverages. The usage of good ingredients in making the different types of food such as Western food and Asian food are great implement of substances to be take it seriously for fulfilling the demand of the customer. Serving the customer with cherish for getting to manage their request by standard ingredient of the beverages is already qualified.