



الجامعة
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

IDENTIFICATION OF BUSINESS OPPORTUNITY

NAME OF COMPANY : EASY DRINK EASY GO

TYPE OF BUSINESS : DRINK FRANCHISE

PREPARED BY

FACULTY & PROGRAMME : FACULTY OF APPLIED SCIENCE

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EXECUTIVE SUMMARY

Another contestant in the recent onslaught of international bubble tea franchises opening up at Kota Samarahan locations, Easy Drink Easy Go is yet another Taiwanese based company, with a seemingly strong market presence in Malaysia. The founder of this business was founded by an authentic Taiwanese and a Hong Kong native who completed his studies in Taiwan and returned to Hong Kong.

As for business, they providing a special, delicious bubbles tea for the Malaysian. As they have go through with the environment, people nowadays don't put on simple drink on their drinking water when come to mall or when they going outside. So, this company have conclude that they going to provide the Malaysia with Taiwan taste with simple, special, the add on such as jelly and bubbles that they have make from Taiwan ingredient, that are well in high product's quality.

There starting the business with the total capital RM 20,000 to RM 30,000. The manager of this company is Jackie Ting. They have five worker which is include water maker and cashier that work according to their shift. In one day opening shop, there have two worker on Monday to Friday, and for Saturday and Sunday they have three worker. For the marketing,

They market customers' characteristic is come from all income level, and age. Even children also can effort to buys the product. Since the Kota Samarahan have many colleges and university and the Summer Mall is the most attraction from the student, the major of this shop customer is come from the student.

They have discover the problems that they faced since first opening of the shop. The customer review is very important to expand business and attract more customers to the shop. They collect the review and complaining from the customer by using the

INTRODUCTION

The company that we choose for our case study is Easy Drink Easy Go that operate in Summer Mall Kota Samarahan, Sarawak. This business start operate on 29th June 2013. The founder of this business was founded by an authentic Taiwanese and a Hong Kong native who completed his studies in Taiwan and returned to Hong Kong. the taste and the ingredient insist of the taste of Taiwan and insist on the importation of all ingredients from Taiwan. The original authentic show is in Hong Kong.

The Easy Drink Easy Go is some of drink business that operate as franchise which show this business is popular not only in one country, but already in world community. With this business, it can be our main role model for our business to expand widely to the world. They have their own homemade ingredients that show their products is not have the same product with other drink business.

This nature of business is to provide drink and dessert that have many variety of choice. This is the main activity of this business. The concept are based on produce their own version of drinking water that insist of the taste of Taiwan. Nowadays, to upgrade the their product in Kota Samarahan area, they have create the product based on Asia taste but still keep the Taiwan taste a little bit.

The problem that this business having is the spaced of the shop is small. When there having a peaks hour or on the weekends, there many customer comes and the table is to limited because of the small spaced.

Other problem this company faced is the cash machine provide is only one. When there many customer comes, they need to line up in a long line waiting for the service. Some of them maybe doesn't want to line up and search for other drink shop.

1.0 COMPANY INFORMATION

1.1 BACKGROUND OF THE BUSINESS

Easy Drink Easy Go is one of the famous Bubble Milk Tea Shop in Taiwan. Nowadays, this Taiwanese franchise Easy Drink Easy Go has opened its first outlet at The Summer Mall, Kota Samarahan in June 29, 2013. This franchise is located in The Summer Mall, Kota Samarahan, at ground floor (G12 and G108). This shop has rather a limited seating that is so simple but it is comfortable for the customer. Even though, it would not be able to fit an entire baseball team in here but as a takeout place it works just fine. The place feels surprisingly spacious even though during the weekend. This beverage and dessert shop offers a variety of drinks such as milk tea, smoothies, fresh milk, flavoured tea, juice, creamy snow cap tea, soda, coffee and chocolate drinks. All drink ingredients are freshly made and prepared daily, giving the best quality and taste to customers. Plus, they are also offer a wide range of milk tea flavour and other special beverages including milkshakes as well. One of the speciality for Easy Drink Easy Go is the customers can select the sugar level in their beverage from no sugar to 30 percent sugar, 50 percent, 70 percent and full sugar. Besides that, customers can also request additional toppings such as bubble jelly, grass jelly, coconut jelly, coffee jelly, milk pudding and ice cream.