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**UNIVERSITI
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

ASIAN KITCHEN

FOOD AND BEVERAGE

PREPARED BY:

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1.0 EXECUTIVE SUMMARY

Asian Kitchen is the new cafe that is not yet exist in Kuching, Sarawak which provide food services. We all can see that from the company's name shows that we are focusing on the Asian kind of food. In this case, we are positioning our products in customer's mind until they can remember our company's name which is simple and easily to pronounce.

As for the business, we have decided to do this service in order to improve the business. Food is remedy to all illnesses. Chances are, you would have heard those words when you were feeling under the weather. One of the unique things about the Asian culture is that the approach to food and eating is to create wellness. For example, Malay, Indian and Chinese have some part of Asian cuisine are renowned for its nutritious and balanced properties.

Our clients is customers identifying a middle and low class who want to taste many kind of Asian food with affordable price or service. We are targeting the busiest staff and students in campus because sometimes they do not have enough time looking for food so we provide delivering services. In this case, they can also save their time and energy. As that we are still getting to develop this business in order to help the community. Basically, Kuching is a very busy area and it might cause rise profit over the months.

ASIAN KITCHEN marketing strategy is to emphasize the quality and price of our products and services. We offer affordable price and an excellent service as people will come to our cafe. We do have special dessert that we offer which is different from others. For examples, we do have "Puding Roti Kuah Kastard", "Koktail Buah" and many more. Between locally acclaimed cafe, a space for students, businessmen alike to work, ASIAN KITCHEN is one of the upcoming shops to be visiting in Kuching, Sarawak.

2.0 IDENTIFYING THE NEEDS AND WANTS OF CUSTOMERS

Opportunity occurs whenever there is a need and a want to be fulfilled. A 'need' is a consumer's desire for a product or service specific benefit. It is whether that be functional or emotional. A 'want' is the desire for products or services that are not necessary, but which consumers wish for. There are five steps consumer decision process which includes the need of identification, information search and processing, identification and evaluation of alternatives, the purchase decision and post-purchase behaviour. Consumers process information through exposure to stimulus, actively paying attention to it, assigning meaning to the stimulus, retaining the meaning and retrieving and applying that information to solve a problem or need they have in the corporate strategy rather than the sole driving factor. This means looking beyond current-state customer focus to predict what customers will demand in the future even if they themselves discount the prediction.

An idea of business opportunity that we have come with is from the food delivery service that mostly provide anywhere. However, there is some weaknesses arise and there is some demand needed to improve the food services. Basically, capital is the main issue that we will think and discuss first. Opening a business is not cheap proposition and even after budgeted for your start ups costs, we may not able to begin operations as soon as we hoped. Probably the customers may be slow to walk through the door. In this case, we will make sure that we got enough money to operate for at least one year without turning a profit.

Moreover, the menu is also one of our main concern when it comes to start a business. We've got a ton of great ideas and we love all of them. So we have thrown them on the menu. Suddenly the chef cannot follow what the menu the manager suggest for and end up the chef cannot make thing together, pricing is all over the place and guests have a hard time pining down what exactly it is our cafe does. The solution for this is we will find a handful of things and do them really well. Furthermore, we will set one or two dishes that nobody can find at other place such as 'Laksam' and 'Nasi Dagang Kari Ayam'. In the process we will save on food cost, make our kitchen more efficient and give our cafe a great identity.

Next, our business also provide a place where students can rest their mind after class while eating and drinking the food and drinks we sale. Other than that Asian Kitchen also provide free and fast Wi-Fi that can be access to help the customers to stay connected and productive while they are at our cafe, so that it will be their favourite place to hangout. It also would be easier for the community who needs the internet to complete their assignment or do some of their research for their work or task. Our product and services are very useful and suits for the students because we have set an affordable price for the food.



ASIAN KITCHEN