



اَوْنِبُوْرَسِيْتِيْ بِاْتِيْكَوْ لَوِيْ بِمَارَا
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BUSINESS OPPORTUNITY

PET'S AVENUE

SERVICE

PREPARED BY :

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Introduction

As we make the research for our group assignment, we have listed 3 Business Plan Opportunity. Throughout the research of the 3 Business Plan, we have discuss what type of business we have plan to open and the examples are, mobile phone shop, printing store and pet shop.

The first Business Plan Opportunity is, mobile phone shop. The concept for this store is to sell up-to-date gadgets such as mobile phones, tablets and phone accessories. The vision for this store is to be preferred as favourable store among the customers in the shopping mall as well as selling the gadgets with good qualities and affordable. In addition, the opportunity we saw through this business is the strategic place where the store located, which is inside a Summer Mall. This business however will face a high risk of competition among other store since it will be open inside a shopping mall.

The second Business Plan Opportunity is, printing store. The concept for this store is basically for printing and binding where it allow everyone to print off their paper works. The vision for this store is to provide friendly and easy printing environment. Also, the store provide much affordable printing charges between other printing store that are located in the same area. The opportunity we see through this business is the strategic place where the store located, which is nearby Desa Ilmu in Kota Samarahan. Furthermore, this printing store let it easy for UiTM and Unimas students to print their notes, assignments and course works.

The third Business Plan Opportunity is, pet shop. We have plan the pet shop as to sell pet accessories and provide pet's boarding that are only limit to cats and dogs. The pet shop will be located in Batu Kawa New Township, Kuching. Besides, the opportunity we see through this business plan that there are no competition among other shop. Since we are the first to open the pet shop in the area, there are less competitor. The shop are also provide the basic needs of the customers for their pets and allow the customers to bring their pets to the store if the customer will be away from their home for a while.

Among these listed Business Plan Opportunity, we have chooses the most suitable Business Plan Opportunity. The one that we chose is the pet shop. In short, this pet shop will provide customers with safe, clean and friendly environment.

Executive Summary

We have plan the pet shop as to sell pet accessories and provide pet's boarding that are only limit to cats and dogs. The pet shop will be located in Batu Kawa New Township, Kuching. In addition, we decided to name the pet shop, Pet's Avenue.

There are various aims and objectives of this pet shop. The objective for Pet's Avenue is to aim the customers to always have the joy entering our shop with our friendly staff and carefree environment. Besides, to always achieve our customers hope for taking a good care of their pets. We also aim to be the best pets boarding in the city.

The Pet's Avenue major target are the people that need to get out of the area for work or going out on a vacations. Also, the people that own pets in their home. They still have to consider whether they should bring their pets together or leave home alone. However, if this decision cause them to be worry and doubt, then they have an alternative option by leaving their pet at the Pet's Avenue. Since Pet's Avenue provide pet's boarding so they do not have to worry so much by leaving their pets in the store for a while. Besides, Pet's Avenue targeted subgroup of customers who care about their pets. These customers want the best food, shampoo, treats, health supplements and accessories. Pet's Avenue also targeted thrifty customers. This type of customer is always on the lookout for the best price on their product. The Pet's Avenue offer an affordable price to customers.

To make it more attractive and interesting, we decided to hold a local pet fair. This local pet fair is to attract more customer besides we prepare activities for people and pets, a variety of food and drink, lots of giveaways and prizes, and tons of samples and goodies to take home. This local pet fair will be held twice a year.

The opportunity we saw through this business is, strategic place where the store is a commercial area since it consist of many residential environment. The vision is for Pet's Avenue to be value by the customers we serve, the communities in which we operate, our loyal and committed staff and to caring your furry friends. Also to be a growth store.

Evaluation of Business Opportunities

Firstly, to running this pet's shop we did do the scanning of the environment and evaluating of self and the community either it is suitable or not for our business. To do this scanning process, there are a few criteria that should be consider. The criteria are the **population structure, media and internet, social problems, industrial linkage, experience, knowledge and skills, financial, utilities and network, interest, values/norms and perception.**

The first criteria is the population structure in Batu Kawa, New Township, Kuching. After we make research regarding that place, we found that the population in Batu Kawa is roughly 29,179,952. Additionally, the place is also ideal for a business that we intend to open because the area is a commercial area as it comprises many residential environments. Besides, it is believe there are no other same business are currently working in the same area which takes the business to a less competition. However, that doesn't make it more advantages because the shop still needed to work on the mission and objectives.

The second criteria is media and internet. With today increasingly advanced technology world, it is one of the platforms for us as a business to promote our pet's shop to the public. For example, using a social media like a Facebook, Twitter, Instagram and so on. We can use all the social media to promote our pet's shop. We can share with our customers regarding our pet's shop, tell them that Pet's Avenue staff are capable to take care of the pets with experiences besides services that we provide. This way can create a good relationship between us and our customers.

The third criteria is social problem. To run this business, we will need workers to work at our pet shop. From that, we could contribute to our community to solve social problems by providing job opportunities.

The fourth criteria is industrial linkage. Since our pets shop selling pet accessories, equipment and food for pet so we need to make it from the nearby suppliers. For example, we need pet food, pet cages, pets litter and so on. As we are into this business, we will have to contact with suppliers that are around us.