



**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)
IDENTIFICATION OF BUSINESS OPPORTUNITY**

PREPARED BY

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CONTENT	PAGE
EXCUTIVE SUMMARY	3
1.INTRODUCTION	4
2.VISION, MISSION AND OBJECTIVES	5
3.IDENTIFICATION OF BUSINESS OPPORTUNITIES	7
4.EVALUATION OF BUSINESS OPPORTUNITIES	8
5.SELECTION OF BUSINESS OPPORTUNITY	17
6.CONCLUSION	18
7.REFERENCES	19
8.APPENDICES	20

EXECUTIVE SUMMARY

S' Chang is a new small business shop of *Ice Kacang* that operate in Kota Samarahan, Sarawak. The name of this shop is came out from imagination by the partnership members. It shows that how we positioning our product in our customer's mind until they can remember our company's name, simple and easily to pronounce.

As for the business, we are providing a special, delicious, healthier toppings for the customer to choose. As we go through the changes of environment, people nowadays are not into a simple food. So, our survey we conclude that we are going to provide simple, special toppings that we create by ourself that can suit with the Malaysian flavour and overseas.

Our market target is a customers that come from all background, income level and age. We will make the products to be affordable for the school kids too.

We are believe that we will be able to achieve our business goals with our business financial position statement. We will get our return profit within a short time and our current ratio will cover our liabilities and put our business in a comfort zone.

1. INTRODUCTION

From the researched that we have made, the three business that have the opportunities to grow in the area of Kota Samarahan are *Ice Kacang* business, T-shirt Printing Services and Laundry Services.

From the survey that we have made, out of all the three business that are listed we thought that the *Ice Kacang* business have the biggest opportunity and potential to grow in this area. This idea came out when we wanted to promote this *Ice Kacang* which is also our traditional dessert to the whole world and not only can be found in Malaysia.

Our concept are based on produce our own version of *Ice Kacang* which is different from other *Ice Kacang* that was currently available. Our *Ice Kacang* will come with a different toppings that is also healthier and very suitable to the customers that really care about their health.

Besides, we choose to sell *Ice Kacang* because this dessert is really famous in our country and a lots of people loves to eat it especially during the hot and warm season.

2. VISION, MISSION AND OBJECTIVES OF ICE KACANG SHOP

VISION

- To become another one of the 'bumiputera' company that produce a very good and high quality of *Ice Kacang*. Plus, we want to serve a good services to the customers in order to fulfilled their needs. Besides, we also want to become one of the company that can last long in the industry by open up more and more of our franchise in Malaysia and overseas.
- Our company will strive in creating an efficient and effective in terms of the operation management and becoming a multinational *Ice Kacang* company in 5 years from the date it establish.

MISSION

- Our main mission is to gain more profit by expanding our business in Malaysia starting with opening our main branch in Kota Samarahan, Sarawak. In order to gain more profit we need to focus and strive in selling a different version of *Ice Kacang* that come up with different toppings. We also will widen our territory to all over Malaysia.
- Our second mission to be more efficient and systematic in terms of handling the operation of our company, our staffs and our products to avoid waste that will effect our financial resources, labor, equipment and capital that we have invested.
- Our third mission is we must be a creative company that come up with a new idea in making a new version of *Ice Kacang* so that our product will always up-to-date and will not be an old-fashioned product. We want to be the company that is always alert with our