



اَوْبُورِ سَيِّتِي بَاتِيكُونُ لَوِ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

GROUP ASSIGNMENT

TYPE OF BUSINESS: JUICE AND SMOOTHIES BAR

PREPARED BY

FACULTY: APPLIED SCIENCES

PROGRAM: DIPLOMA SCIENCE (AS120)

PROJECT TITLE: JUICE AND SMOOTHIES BAR

GROUP MEMBERS:

Name:

1. Muhammad Azizan Bin Suhaimi (2015858876)
2. Izzat Muqri Bin Mohamad (2015828448)
3. Mohamad Shafiq Shariz Bin Saipol (2015894534)

Group: AS1205C

PREPARED FOR:

MDM SITI MARDINAH ABD HAMID

SUBMISSION DATE:

29/10/2017

Content	Pages
Executive summary	3 - 4
SWOT analysis	5 - 6
Identification, evaluation, and selecting business opportunity	7 - 12
Conclusion	13
References	14 - 16

Executive Summary

This business is based on our discussion where we choose to open juice and smoothies bar instead of two (2) other business that is travel agencies and homestay. The business capital is around RM100,000 to RM300,000 and its included our shop lot, renovation and raw material for making juice.

Our juice bar is a company which focuses on juice production in Samarahan area. Juice is a healthy drink that contain many vitamins. The difference colour of the juice and smoothies drink makes it look interesting and suitable to serve for any occasion. Our juice also serves with ice that had been blend to make it more satisfaction for our customer because customer nowadays like to drink a cold drink. We are highly confident that our juice bar will easily developed because of the simple steps and ingredient that we used to make the juice.

To make our products more interesting, we had make a nice packaging on the juice and smoothies because customer nowadays always see their packaging before buying anything. We also had make the packaging more comfortable so that our customer can bring it everywhere easily. This is because people who work or student don't have much time for breakfast and lunch hour.

With loan given from the bank as support for our business, we are hoping and wishing to make our juice bar able to achieve our mission. After this business is stable enough, we also have plan to make a franchise in Kuching so that our customer from Kuching can buy our juice without going to Samarahan area.

SCANNING THE ENVIRONMENT AND EVALUATING OF SELF AND THE COMMUNITY

POPULATION STRUCTURE

When it comes to fresh fruit and smoothies, there is indeed a wide range of available customers. In essence our target market can't be restricted to just a group of people but all those who loves fresh juice and smoothies and those who want to try them out so the main target audiences for this business are everybody that are more conscious about their health so they prefer basically pure juices and smoothies rather than carbonated and caffeinated drink. In view of that we have conducted our market research and we have ideas of what our target market would expecting from us. We are in business to engage in wholesale distribution and to retail a wide variety of fresh juice and smoothies to the following of groups, households, children, sports men and women, students, tourist, government officials and everyone who resides in our target locations. .The district population of people in Samarahan was roughly around 157 000 and slightly increasing year by year due to this area is known as educational institution area that filled with universities such as 'Universiti Teknologi Mara (UiTM), Universiti Malaysia Sarawak (UNIMAS), Institut Latihan Perindustrian (ILP) and Institut Tadbiran Awam Negara (INTAN).

INCOME AND TASTE

Nowadays, people can afford to buy expensive drinks and our main focus will be making great quality drinks and with lightning speed services. As we know, Samarahan area also a unique place to begin a business due to its educational spot where a lot of universities located here resulting an increase in our income especially during peak time and weekend. This industry consists businesses basically make a fresh made juices and smoothies. A smoothies is a blended, sometimes sweetened beverage primarily made from fresh fruit or vegetables combined with ice, frozen fruit or other frozen ingredients. Some option that we will provide for our customers are add-ins, such as soy milk, whey powder, green tea, herbal or nutritional supplements.

MEDIA AND INTERNET

Beyond every reasonable doubt, the internet is presently the biggest platform when it comes advertising and promoting our business and one good thing about advertising on the internet that it is far cheaper than other conventional advertising platforms. Social media is an inexpensive tool to promote our juice bar businesses. Therefore, Facebook and Instagram will be the two tools used the most for this particular strategy and will get people talking about our brands. We also focused on aiming to stir excitement and buzz through pictures of our product and information about our services. By responding to comments, criticism and suggestions from customers is an important part of making them feel like a part of the brand community. We also can advertise our juice bar through magazines, newspapers and giving brochures to the nearest mall, universities and offices so that our juice bar will gain popularity among that area.

SOCIAL PROBLEM

The unstable economic market that we faced right now were leading to the need of money especially for students. Hence, by opening our juice bar which is located nearby to university campuses we can employ new workers which will be a good chance for teenagers to gain some working experiences and earn some pocket money after school. Another social problem is the area where our bar is located was listed as a blacklisted area where some minor robbery once happened in that particular place. So, as our precaution steps, we will place CCTV and security alarms to ensure our bar's safety. Furthermore, the lack of juice bars in Samarahan can be a major problem so by opening a juice and smoothies bar will help promote a healthy lifestyle among the people of Samarahan and to raise awareness of how important having juices in their diets which are crucial to lead into a healthy lifestyle. Besides, consumers now can have a free-preserved juices and smoothies that are 100% made from fresh fruits. This bar helps to decrease an economic inequality among the people of Samarahan, this will eliminate the gap between high standard living people and moderate people which all of them can now enjoy affordable fresh juices.