



اَوْنُوْرَسِيْتِي تِيكِنُوْلُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

IDENTIFICATION OF BUSINESS OPPORTUNITY

SUNFLOWER MAKEUP SHOP

PREPARED BY

FACULTY AND PROGRAMME : DIPLOMA IN PUBLIC

ADMINISTRATION AM110

SEMESTER : 4

PROJECT TITLE : IDENTIFICATION OF BUSINESS
OPPORTUNITY

GROUP MEMBERS : NAME, UITM ID NO

- 1. AISYAMMUDIN AKMAL BIN AINIE
(2017242344)**
- 2. NATALIE RACHEL ANAK IMEN
(2017260532)**
- 3. SHERILLYN ANAK RAYMOND
(2017255796)**
- 4. NUR FIVYANA ZUREANA BINTI
ZAILANI (2017460684)**

PREPARED FOR

MADAM SITI MARDINAH BINTI ABDUL HAMID

SUBMISSION DATE

26TH APRIL 2019

TABLE OF CONTENTS

| BIL | CONTENTS | PAGES |
|------------|---|--------------|
| 1 | EXECUTIVE SUMMARY | 2 |
| 2 | VISION, MISSION AND THE OBJECTIVE OF THE BUSINESS | 3 |
| 3 | OVERVIEW | 4-7 |
| 4 | ONESELF | 8-9 |
| 5 | COMMUNITY | 10 |
| 6 | SCREENING OF BUSINESS OPPORTUNITY | 11-12 |
| 7 | CONCLUSION | 13 |
| 8 | REFFRENCES | 14 |
| 9 | APPENDIX | 15-16 |

1.0 EXECUTIVE SUMMARY

A lot of efforts had been done by the State Government to encourage Sarawakian to get involved with business who is monopolized by the non-Bumiputera. Therefore, the Bumiputera should grab the opportunity to start involved in the business as it could bring profit to those who dare to grab the opportunity. Then, my members and I are going to open up a business to be part of Bumiputera's entrepreneur.

In the business opportunity my friends and I are going to open a business where it could provide services and products to all customers and most importantly, it could benefit them. We are planning of opening the shop at Majma Mall, Kuching. We are planning of establishing our business in Kuching because it is the most strategic and most targeted places for potential customers. Kuching has the most population and most importantly, the people lives in Kuching could afford our products as they are affordable and also in high quality. We will be offering services by means hairdo and makeup service for any occasions and events. Whereas as in products, we will provide makeup products by mean foundations, primers, brushes, blushers, lipsticks and etc. We are targeting from higher to lower class of people as in their income which intended to buy products in affordable price yet still the quality ones. We are also targeting busiest people who has commitment in work as they will always meet up people, having events and occasions that require good looks on them. We are emphasizing on the prices and quality of our products as there are many competitors who offers branded makeups from outside of the country.

There are members who holds vital position in the business namely, General manager, administration, marketing manager, operational manager and financial manager. They are all experience in their field and also share the same passion and interest in makeup. They will play their roles and work their responsibilities together even though we are all holding different tasks and portfolios.

2.0 VISION, MISSION AND OBJECTIVE OF THE BUSINESS

VISION

- ❖ To be a makeup shop that provide products and services for the satisfaction of the customers.

MISSION

- ❖ To be the best makeup shop in Kuching that could give the best products and services at a strategic place with affordable prices yet still high in quality for the customers' satisfaction and becoming the first local makeup shop that success in supplying their products and services.

OBJECTIVE

- ❖ To ensure that our shop become a place for people around Kuching to visit whenever they need makeup services or products we supply and achieving their expectation with the services and the product we may have.
- ❖ To be the first local makeup shop ever succeeded in Sarawak.

3.0 OVERVIEW

3.1 Step 1: Identify the needs and wants of the customer

To start a business, things that is important to know is customers want and why. Good customer research helps the business to work out how to convince the customer that they need your products and services. The first thing is to identify customers. Market research helps to understand potential customers. It also helps to develop more detailed picture of them understand how to target them in the business.

As for our business opportunities, we are heading to cosmetic and beauty items. We are planning to make a business of Makeup Shop and Services in Kuching, Sarawak. The reason why we choose Kuching is because the population of people living in Kuching is up to 570500 people that and plus Kuching city is the busiest place. We target 5% of 570500 people in Kuching that may consists of women or girls, any occasions or events, brides and others that need a makeup service. As for our products, we target makeup artists or any freelancer makeup artists to buy our makeup products. This idea of Makeup Shop and Services will benefit customers as to fulfill their needs and wants. There are also a lot of competitors in Kuching like Elephanabakri Enterprise, AnneJeman Makeup and many more out there. We provide this services and products to satisfy the customer needs and wants and also to produce even good quality products and services for customer.