



**ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS OPPORTUNITY**

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## **EXECUTIVE SUMMARY**

Business opportunity means a situation that favours the entrepreneur to offer the products or services that other businesses do not offer or derive from. Business opportunity is not about just the current situation we could utilize, but also, we study and explore the business environment which is located in Kuching, our stationery store company and also the community of how their demands gives impact towards possible outcomes of the sale. Besides that, in screening of business opportunity, we also discuss about the legal issues, monopolistic power among the major stationary stores, how the level of competition is, the capital requirement and the risks behind the opportunities to start a stationery store itself. Not to forget, this is also to study the business model canvas, which is part of the mainframe to start entrepreneurship. However, the stationery store has its own challenges to establish it. The main problem is how to offer and attract customer which mainly comes from youths and the parents age around 40 -50 years old. Besides that, every store's worst nightmare is becoming the victim of thievery, which can be overcome by installing surveillance camera. From the case study we have written before, we could determine which is the most suitable way to gain customer, not just trying to copy everything what the other stationery store's way of gaining customer. After all, every stationery store has their own unique way to gain customers, and that includes our store. In short, establishing a stationery store in Gala City, Kuching is a great idea, since its location is in the capital's state and accessible to students that come from nearby colleges or universities to buy stationary supplies. Besides, since Gala City is a shopping complex, there's a high chance that customers apart from our target market would come and buy some of our products.

## **IDENTIFICATION, EVALUATION AND SELECTING A BUSINESS OPPORTUNITY**

### **STEP 1: IDENTIFYING THE NEEDS AND WANTS OF THE CUSTOMER**

Our idea is to open up a gifts and stationeries store. Our concept mainly lies on providing customers with quirky and relatable everyday items such as bullet journals, tumblers, pens, novelty mugs and phone cases. Hence, which is why we have chosen the name *Repertoire*, which by definition means “*a list or supply of dramas, operas, pieces, or parts that a company or person is prepared to perform*” (Merriam-Webster, 2019). Following this definition, this means our collection of items are dramatized (in terms of design) to our customers when we ‘perform’ (in this case, sell our goods).

Apart from that, we want to provide a learning outlet for aspiring artists to hone their skills or pick up a new hobby. Our store will be a place to host art classes every weekend to students of all ages, as we invite local artists to teach classes. Our store will provide the art materials such as watercolour paper, watercolour and paint brushes to students. They are also welcome to bring in their own supplies. This is to celebrate the importance of doing art and to open a door of opportunities for aspiring artists in Kuching.

We have yet to learn of a store that sells gifts and stationeries that also provides art classes in Kuching, hence an idea of opening such a store was born. Combined with one of our group member’s interest for art and passion for collecting quirky stationeries, this is where a goal was set.

### **STEP 2: SCANNING THE ENVIRONMENT AND EVALUATION OF SELF AND THE COMMUNITY**

#### **ENVIRONMENT**

The environment is what makes or breaks a business study. The environment plays a role in summing up the total of all external and internal factors that influence a business. The factors include (but are not limited to) population structure, income and taste, media and internet, social problems, new government ruling and industrial linkages.

#### **Population structure**

Population is defined as the total amount of persons living in an area. In Kuching, it is said that there are 570, 407 (World Population Review, 2019) residents. The statistics is important in order to manage our business, thus ensures us the number of persons who would purchase our products and services.

#### **Income and Taste**

Each individual is unique and have their own taste. The vast majority of consumers from group ages of 10-30 years do prefer school and office supplies that are relatable to them or We cannot deny that a consumer’s income directly proportionally affects their taste in purchasing daily items. For example, a budding worker might prefer a

standard Perodua Axia as their means of transport, as compared to a CEO of a company who prefers a Mercedes-AMG GT. However, the variables' relationship is not limited to only the two, but this is our main focus for this opportunity as of now. We do predict that those from the M40 background will be our highest number of consumers. Therefore, our prices will not be too high nor too low. As we are a company that is only starting out, we are playing it safe by putting a mid-range price.

### **Media and Internet**

The media and Internet play a large role in promoting our humble business. Our target market includes millennials and gen Z, and these are the groups that are very familiar with social media, especially Facebook, Instagram and Twitter. The power of going viral is one of the strategies that will be used by our company on social media.

In addition to that, all said social media platforms offer ads that start as low as RM5, so we will be using that offer to our full advantage to market our business.

### **Social Problems**

When we launch our business, we will be able to reduce the unemployment of youths in Kuching. We search for youths who are outgoing, lively and bubbly to join our company as to align with our company's vision of being quirky and relatable. Recruiting staffs from youths will also attract other youths to come and shop with us as the potential customers will feel like they are shopping at a close friend's store. All experienced and inexperienced staffs are welcome to join our company because we would like to learn from the experienced and teach the inexperienced, as learning has no limits.

### **New Government**

A new tax has been implemented by the new government to replace the abolished GST, which is SST (Sales and Services Tax). The government imposes 6% services of tax and 10% sales of goods. As of now, there are no new policies amended by the new government.

### **Ruling**

In order to establish our store, we need to follow a few procedures. We need to register the company in Kuching city, which is where our business will be operating. We would have to register the company to the Companies Commission of Malaysia (SSM) by completing the "PNA 42" and "boring A" forms to register for the company's trade name and to register the business. The registration can be done online via EZBIZ online services at EZBIZ.SSM.COM.MY. however, for first-timers like us, we would have to visit the SSM office for registration. The purpose of registering is so that we would become a legally registered entity. It would also help boost customers' trust in our company. Besides that, it also facilitates users to verify our business information. By having the information, they are able to know the persons running the business. This is also to protect our company, our employees and our customers.