



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**ENT300 - FUNDAMENTALS OF ENTREPRENEURSHIP  
BUSINESS OPPORTUNITY**

**NAME OF COMPANY: SAAAA SDN. BHD.  
TYPE OF BUSINESS: CYBER CAFE SERVICE**

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**DATE OF SUBMISSION: 3 MAY 2019**

Content	Pages
<b>1. Executive Summary</b>	<b>1</b>
<b>2. Identification, Evaluation, and Selecting a Business Opportunity</b>	
2.1. Identifying the needs and wants of customer ( <b>Step 1</b> )	<b>2</b>
2.2. Scanning the environment and evaluating of self and the community ( <b>Step 2</b> )	<b>4</b>
2.3. Selecting a Business Opportunity ( <b>Step 3</b> )	<b>6</b>
<b>3. Conclusion</b>	<b>7</b>
<b>4. References</b>	<b>8</b>

## **1. Executive Summary**

UiTM Campus Samarahan 2 consists a lot of student from a different background and a different perspective. Some of them has a problem and some are not. One of the common problem happened among the student are that they do not have a fast internet connection. This will affect their performance in any task related to research. We, SAAAA SDN. BHD., are fully ready to provide cyber cafe services to the student in this campus. The opportunity of doing this business is widely open because this campus has no cyber cafe company established yet. But we still have near competitor which is Suria Printing located in this campus. Their main business is providing printing service and providing a few computer for the assignment adjustment before printing is their side business followed by selling stationeries. Our main purpose is to help the student in this campus reaching the internet and exposed to the outside world by providing a good quality of internet services and better printing service in our cyber cafe. Our target is among the student in this campus which is around 2500 people. Student are able to do their task efficiently and effectively if they are provided with this services. Our fundamental promise is that we hope we are able to fulfil the needs of the students on using the computer and internet services. This is going to be our first step towards the realization of the successful business and create a better future for youth.

## **2. Identification, Evaluation, and Selecting a Business Opportunity for SAAA COMPANY**

### **2.1 Step 1: Identifying the need and wants of customers**

In general, needs can be define as a motivating factor or force that compels action for its satisfaction for someone. Needs have their own scale or range which is satisfied by necessities which consist of cultural, intellectual and social needs. These needs are mostly affected by the environment and the way that someone needs and wants. Providing an excellent customer service mean meeting a customer needs and wants by providing them with the products and services that they want or by providing effective solutions to their problems. In order to do that, customer service, customer care, and call centre representatives must be able to precisely and completely knowing what customers' needs. This three important factor are the main role play in our business because of without this three main role, surely that our business will not survive for a long time period.

The objective of this is clearly that we need an experience and knowledge to understand and to overcome any problems within the customer itself. The customer service centre is one of the important factor for our business. This is because we need to identify and clarify the things in order for us to meet customer needs and wants. Moreover, it is because this is the important step in creating loyalty between customers and service provider. At the end of this step, our employees will be able to recognize the importance of correctly identifying customer needs ask the right questions to accurately identify needs and also to identify and take advantage of cross-selling opportunities and present products, services, and solutions that meet customer needs and wants.

Form this statement, we are understand the concept of needs and wants and from that we

## **2.2 Step 2: Scanning the Environment and Evaluating of Self and the Community**

For the environment consist of the population structure, income and taste, media, and internet, social problem, new government ruling and also industrial linkage. The population structure of our business, cyber cafe are targeting around 2500 people in campus Samarahan 2 to use our services. Surely cyber cafe business will bring a lot of income to us as we have already do a survey regarding student in the campus Samarahan 2 love to surf the internet in order for them making a research about their assignment, playing video game with friends and more services. We sure that all students in this campus will go to our cyber cafe and will absolutely satisfy with our services.

We will promote our business in the media social such as Facebook, Instagram and also Twitter. With the help of media social, our business will be known by the people in this campus and they will try our Cyber Cafe in order to fulfil their needs and also help us to gain profit through the this business.

In this campus, some of students may have problem to find information for their assignment because of the slow internet or the students doesn't have internet connection. So our cyber café will help the students in campus Samarahan 2 that have problem with the internet connection to find their research or doing something that they needs.

The new government ruling doesn't have problem with us as we open this business inside the campus and our business does not been interfere with the government ruling, our business is legal to open. For the industrial linkage, we open the business with help from the other supplier company. We are doing the Cyber Cafe business, so our supplier is the one who supply computer, desk, modem for internet, and also the other convenient for our businesses.

