



اَوْنِوَرْسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

**ANIS FAIZ'S PRINTING SHOP
PRINTING SERVICE BUSINESS**

PREPARED BY:

FACULTY & PROGRAMME:

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

SEMESTER: 4B

GROUP MEMBERS:

ALYA BATRISYIA BINTI AHMED TARMIDZI	(2017242456)
ANIS FAIZ BIN SAUDI	(2017298998)
AYEISHA BINTI ISKANDAR	(2017256272)
NOR WANI BINTI NAZRI	(2017255648)
NUR AZZAH BINTI ZAINI	(2017423982)

PREPARED FOR:

MADAM SITI MARDINAH BINTI ABDUL HAMID

SUBMISSION DATE:

3rd MAY 2019

TABLE OF CONTENTS

CONTENTS	PAGE NUMBER
1. EXECUTIVE SUMMARY	1
2. IDENTIFYING THE NEEDS AND WANTS OF CUSTOMERS	2
3. SCANNING THE ENVIRONMENT AND EVALUATING OF SELF AND COMMUNITY	
3.1 ENVIRONMENT	3, 4
3.2 ONESELF	5, 6
3.3 COMMUNITY	7
4. SCREENING OF BUSINESS OPPORTUNITY	8, 9
5. SELECTING A BUSINESS OPPORTUNITY AND PREPARE A BUSINESS PLAN	10
6. CONCLUSION	11
REFERENCES	

1.0 EXECUTIVE SUMMARY

Our business, Anis Faiz's Printing Shop, is a service-oriented business where we will be providing services such as printing, photocopy, binding, and laminating as well as a secluded study space for students with a reasonable and affordable price. During our process of planning this business, we have found some advantages and disadvantages. However, we are very glad that in the end, we got through all the problems and were able to open this business at a very strategic place, that is Desa Ilmu, Kota Samarahan, which has a concentration of universities and educational facilities. The main goal of our business is to provide our customers a fast and efficient printing service, targeting people in Kota Samarahan, especially students and lecturers. This would benefit them as they might have a packed schedule, thus helping them save their time and energy. Apart from that, we will be promoting our business through social medias such as Facebook and Instagram as our platforms to get our business recognised by the people in Kota Samarahan. Apart from that, we will also hire some part-time workers so that the rate of unemployment in Kota Samarahan can be reduced and hence, social problems can be avoided.

2.0 IDENTIFYING THE NEEDS AND WANTS OF CUSTOMERS

When opening a business, we would need to identify the needs of the customers, what is the demand needed to avoid loss in the business. We decided to open a printing shop which provides digital printing, photostat, laminate and binding services as well as providing a study space. This is because after doing some researches, we found out that one of our target markets, those being students, are looking for study spaces outside of their universities and affordable digital printing and photostat services. Thus, anyone who are looking for a place to study can use the space provided. Other than that, anyone who does not have the time to drop by our shop to acquire our services, they can use our cash on delivery service where we will deliver it to them with additional charges, based on location.

3.0 SCANNING THE ENVIRONMENT AND EVALUATING OF SELF AND COMMUNITY

3.1 ENVIRONMENT

Population Structure

The population of Kota Samarahan was 157,792 (year 2014 census). Our printing shop will be located at Desa Ilmu, Kota Samarahan, Sarawak. This location is very strategic as Kota Samarahan is concentrated with universities and educational facilities, as well as offices, shop lots and housing areas.

Market size is the number of individuals in a certain market segment who are potential buyers. Our targeted market size is 10% of the population to be our potential customers.

Market share is the division of market or sales between companies running the same type of business. Previously the market was monopoly by our competitors such as Sam Fah Trading, Jinki, and TD Fratello. Now that we enter the market, we will have a share of the market share, thus reducing the competitor's market share.

Income and Taste

It is vital to identify the customers' income and taste, so that we can be aware of our potential customers' background in terms of income groups and preferences. People are always looking for cheaper alternatives that can provide better quality services that can satisfy their needs and meet their expectations. Thus, it is our main goal to provide a fast, efficient, and quality services with affordable price to our customers.