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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPURTUNITY REPORT

PRINTING SERVICE BUSINESS

PREPARED BY

**FACULTY & PROGRAMME: APPLIED SCIENCE- DIPLOMA IN INDUSTRIAL
CHEMISTRY(AS115) SEMESTER: 4A**

PROJECT TITLE: PRINTING SERVICES

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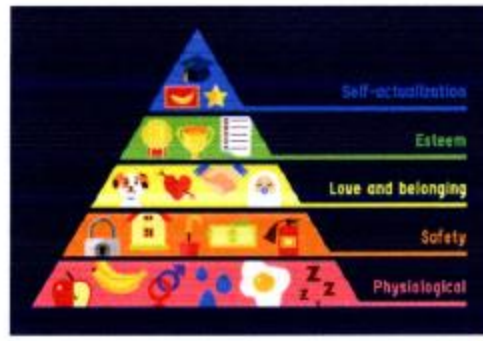
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EXECUTIVE SUMMARY:

Business Opportunity: Printing services for Samarahan resident.

We are deciding to open printing services business as our business opportunity. The reason for choosing this printing business because printing is on huge demand across the globe. Thus, it can be ultimate source of income for us to start a printing business. Those various needs and wants of the costumers give use the opportunity to start a new business. We found that the strategic location with a huge business opportunity is Samarahan. Our business will be the most customer friendly start-up company in Samarahan where we provide printing services such as paper photocopy, t-shirt and banner. We also offer the customer a wide range of premium services so that they won't need to worry to look for another place. Our business is a good fried-owned business is going to be register as a partnership. By offering a multiple printing services based on customer demand, our business will surely gain a great market share in Samarahan. Our business will be a brick and mortar business where we fully utilize the operation of our shop for the first year of our business. We will also use the internet platform, mainly the social media such as Facebook, Instagram and WhatsApp to promote our business. In addition, our business will approach our customers through exhibition and expo, focusing on event printing services such as invitation cards, banners and flyers.

STEP 1: IDENTIFYING NEED AND WANTS OF CUSTOMERS



In order for us to start a business to run well and go smoothly with the environment, we need to know the customer's need and wants. This is because business is about satisfying the customer on what they need or what they want.

The term need refers to the basic needs of humans. In other words, need is something that people can't live without taking it. While, the term "wants" are basically referring to human's desire to have it and psychologically humans tend to sacrifice their needs for something they want. As a customer grows up, the needs and wants will increase and decrease depending on the surrounding. Those various needs and wants of the customer give us the opportunity to start a new business. Besides, the weakness of existing stores will also help us to start a new business.

We are using the opportunity of the current surrounding to start our own business. This is because Samarahan is surrounded by universities that have thousands of people and surrounded by workers who live in this area, this helps us to gain confidence to open a printing shop which would be accessed by thousands of students and workers.

From the pyramid above, it highlights that education and works are wants of the customer and surely, they would have to make a printing for them as they don't have any banner or cloth printing at home.

STEP 2: SCANNING THE ENVIRONMENTS

Changes in the environment give rise to needs and want and/or problems, and an opportunity emerges.

a) SCANNING THE ENVIRONMENT

• POPULATION STRUCTURE

The purpose of this plan is to address the population of people we aim that are from Kota Samarahan area, with a population of 103,200 people (recorded in 2015). The location of this business took place at Kota Samarahan with a population of 103,200 people. This business comes with plans to expand not only in Kota Samarahan but in other districts in Sarawak as well as other states in Malaysia. MARKET SIZE; Market size is the total potential purchase that is expected from the target market. We had identified our target market in Kota Samarahan. We target 10% of people will purchase for the table per month

POPULATION IN SAMARAHAN ; 103,200

TARGET POPULATION: $103,200 \times 10\% = 10,320 \times \text{RM}15.00$

$= 154,800$ (*PER MONTH*)

$= 154,800 \times 12$ *Month*

$= \text{RM}1,857,600$ (*PER YEAR*)