



اَوْنُوْرُ سِيْقِي تِيْكُوْلُوْ كِي مَارَا  
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PROJECT TITLE: BUSINESS OPPORTUNITY - IDENTIFYING, EVALUATING AND  
SELECTING A BUSINESS OPPORTUNITY

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### **Executive summary**

We plan on establishing a business that consists of a mix business between a pastry café and a self-service laundry. We believe that this business is a good opportunity in MARA University of Technology Campus 2 Samarahan for several reasons. Nowadays, people are getting busier with their daily activities and jobs that sometimes they did not get to do simple things such as having a meal or even do a laundry. Especially for students, where they are still young and most of the young people are still unable to manage their time efficiently. Also, we realise that students do not have their own income. So, for them to go outside of the campus will add transportation cost for them to get food and do their laundry outside.

Therefore, we plan to establish this business to help the students save their time and cost. Having a pastry café with a self-service laundry will help them to save their time. While doing their laundry, they can have their meal at the café. Not only that, their transportation cost to go outside of the campus will be saved, since the distance of our business is only 5 minutes-walk from their college.

Before establishing this business, we have carried out steps to evaluate the opportunity of our business. Therefore, we have concluded that, our business will have a good opportunity in MARA University of Technology Campus 2 Samarahan. Firstly, we identified our customer as most of them will be students, we will ensure a stable price charge for both our products and services that is also affordable for them as they do not have their own income. Also, we will ensure continuous improvement to be done in our business since the population of the students always increases every semester to ensure that our customer have enough space and comfortable environment to do their laundry and have a meal in our premise.

We also decided to promote our business through the media and internet, by creating social medias for our business and also use traditional ways such as to visualize our business through business cards, brochures and have banners for our business to ensure that our business are recognised and known by the students and also to increase the interest of potential customers.

After that, we prioritize safety for our workers and customers where there will be CCTV installed in our premises to ensure them that they have a safe environment to do their activities in our premise. In the campus there is also police officers that will do their regular patrolling activities that increases the safety level of our business.

We do not only plan to establish this business for profit only. Instead, we aim to help the students to help them to have ease of access to products and services that is not available in the campus. This is due to our experience as students whereby at that time products and

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

The first step before we open our business is to identify the needs and wants of our customers. Good customer research helps you work out how to convince your customers that they need your products and services (Business Queensland, 2019)

In identifying our customers, we must implement market research. Market research will help to target our ideal customer for our business that will help to improve the business sales performance. According to Queensland Business, market research can also help to identify areas of our business that we can update or change to suit our targeted customers.

There are several things to consider when we do market research. Such as, we must identify our target customer. Since we plan to set our business in MARA University of Technology Campus 2 Samarahan, our main customers will be students. However, we do welcome customers in Samarahan area such as UNIMAS students.

We have our own reasons why we plan on setting a bakery café and a self-service laundry business in MARA University of Technology Campus 2 Samarahan. The first reason is we realize that there is not enough laundry in the campus provided as the existing laundry in the campus are small and can only fit 4 5 people at a time that causes unnecessary crowd and the machineries used are old. Also, we wanted to set up a bakery business along the self-service laundry business as there is only one bakery provided in the campus. Also, we realize that the bakery does not always provide enough supplies for all customers in the campus and their pastries are limited in choice and basic.

Therefore, we want to provide a spacious and comfortable self-service laundry in the campus. Along with that, we want to provide delicious and a premium standard of pastries with affordable prices for the customers in campus 2 whereby in the same time acts as a waiting area for customers doing their laundry. Also, they can even hang out with their friends or do their studies or assignment in the café.

Also, for the local people and UNIMAS students, they can benefit the laundry facility. The second reason why we believe that this will be a good business opportunity is, we believe that our business can help to save the customer's time as nowadays people tend to be busy with their lives. As they are busy, they do not have time to do a lot of things. For example, when they do laundry, they do not have time to eat after that as they are busy. Therefore, we believe by setting up a business mix can help to overcome the customers problems.

The third reason is we realize that there are also laundries outside of the campus but however, the distance is quite far. For example, if the students want to do their laundry, they must take the bus to the laundry. It is quite troublesome as how students will have to carry

## **STEP 2: EVALUATION OF BUSINESS OPPORTUNITY**

### **ENVIRONMENT**

Evaluating the environment of our business will help to know the path of our business better.

#### **I. Population structure**

We have identified that in MARA University of Technology Samarahan that the total student population is 6,705 students. We also realized that there will be student intakes every semester in the university. Therefore, the population will increase overtime and the demand for our product and services will increase. For UNIMAS, the total population of student is 16,389 students. We believed that this will increase the business opportunity as especially for the laundry service. This is because the existing laundry in the university is not enough as the population will increase overtime. For the bakery café, the population will have more space to wait for their laundry that is provided with comfort and delicious pastries.

#### **II. Income and taste**

Since the university mostly consists of students, they do not have any own income, but they only have pocket money. From our own experience, we identified that most student's pocket money for a week is RM150, where in a month it is RM600. And for their laundry expenses, they usually spend about RM40 a month, excluding transportation cost if they do their laundry outside of the campus. For food, they usually spend an average of RM300 per month. Therefore, we plan to maintain our price in the laundry in KGs to avoid inconsistency in charging price and for the bakery café, we decided to provide delicious pastries but in an affordable price to suit their income and taste.

#### **III. Media and internet**

Every companies have different promotion strategy to attract the customers to purchase their product and using their services. Here are some strategies where we can promote our business by using media social and internet to increase our revenue and enhance the target market.

Promotion strategy is used to spread information about our company's product and services to attract the target market and this will enable our company to gain more revenue. Our method of promoting is advertising our company through social media such as Instagram, Facebook, and so on, internet, and printed media. With that, the audience and students can