



FUNDAMENTALS OF ENTREPRENEURSHIP(ENT300)

BUSINESS OPPORTUNITY

BASKIN ROBBINS

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GROUP MEMBERS:

NAME	ID NUMBER
ANN FERNAH DONNIE	2016333233
FELISCIA ANAK DADIE	2016179485
AVYLINE AUGUSTINE DAANG	2016766013
KHIMARION ANAK KELVIN	2016436636
DORTHY VENSON SIA	2016555755

PREPARED FOR

MADAM SITI MARDINAH BINTI HAJI HAMIDI

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1.0 EXECUTIVE SUMMARY

We have choose the food industry on our Business Opportunity. Baskin Robbins as our Business Opportunity. This company have operated at long time ago and their manage to establish many chain in some country. Therefore, we wanted to identify the opportunity in this company to run the activities that can full fill the wants and need of the costumer.

Mostly the customers wanted something new from the company. It is because if it just a same thing that the company provides, the costumer might be bored. Therefore, we will come out with several solutions on providing good product and services for the costumer and also targeting on our business opportunity.

Firstly, the need and wants of customer is can be the environment of the restaurant. Nowadays people are vary alert with the environment for them to take a picture around them. So, if the environment of the restaurant is always the same, it might cause of the customer to not coming to their premise. In this situation, we can have a opportunity to improve and make an upgrading on the environment of the restaurant. Moreover, we can have a comfortable place such providing air-conditioner, sofa, wi-fi, music etc.

Secondly, we also can provide many type flavor of ice cream and cake. We can mix the flavor and sale it with a affordable price. By doing this we can have more customer to come and buy the products. It is because some customer wanted a different taste and like to have a mixture taste. Moreover, they can make a promotion with the mixture flavor such as customers that want a mixture flavor, we can reduce the price without reducing the quantity.

Next, we also can add the menu which is beverage and snack. Other that selling ice creme and cake, we can add on the beverage or snack. We can provide soft-drink and a little bit snack such waffle on they menu. It is because when the customer want to hang-out and chill, the customer can buy a drink and snack in that restaurant without buying from other premise.

We also can make an improvement in term of the delivery and online services. The delivery service can improved by deliver the order on time and not make the costumer waiting for so long to have their order. These, can make the customer believe and happy with the services that provided. Besides, we can improve on the online service where we form a website or application on online services. In the online

2.0 INTRODUCTION

Business opportunity is defined as a situation that enables an entrepreneur to offer marketable products or services to interested buyers or end users. The entrepreneur later creates a business that is able to fulfill the needs or want or can solve the problem.

In this project of making business opportunity, we had decided to choose Baskin Robbins as our project to search for and discover of business opportunity which can give benefits to company and people also to make improvement of their products. Baskin Robbins basically a American chain of ice cream and cake specialty shop and restaurants. It is founded in 1945 by Burt Baskin and Irv Robbins in Glendale, California and been claims the world's largest chain of ice cream specialty stores. Now, Baskin Robbin already 73 years in world food industry.

The type of industry for Baskin Robbins is food and beverage industry. There are lots of company that involved in food and beverage industry but Baskin Robbin is one of the strongest company that can attract many people especially kids and teenagers because they are interested to something that really sweet and colourful foods. Besides, Baskin Robbins provides lot of products such as Ice cream, frozen beverages, ice cream cakes, frozen treats but overall the main product of Baskin Robbins is ice cream. There are more than 31 ice cream flavour that been created by them such as Baseball Nut, Caramel Chocolate Crunch, Caramel Turtle and Chocolate Chip Cookie Dough.

The reason for choosing this company is food and beverage industry have lots of opportunity to sale lots of products and it is compulsory for people to buy food as their requirement for daily life. Baskin Robbins have big influence towards industry and society because their high quality in making ice cream and the taste of the ice cream is really accordance for them. Furthermore, the best-selling ice cream in the summer could increase the income of Baskin Robbins.

3.0 STEP 1 : IDENTIFYING THE NEEDS AND WANTS OF CUSTOMER

As we wanted to make business opportunity, we identify the opportunity in Baskin Robbins company to run the activities that can full fill the wants and need of the costumer.

Mostly the customers wanted something new from the company. It is because if it just a same thing that the company provides, the costumer might be bored. Therefore, we will come out with several solutions on providing good product and services for the costumer and also targeting on our business opportunity.

Firstly, the need and wants of customer is can be the environment of the restaurant. If the environment of the restaurant is always the same, it might cause of the customer bored and to not coming to their premise. In this situation, we can do improving and make an upgrading on the environment of the restaurant. Moreover, we can have a comfortable place such providing air-conditioner, sofa, wi-fi, music etc.

Secondly, provide many type flavor of ice cream and cake. We can mix the flavor and sale it with a affordable price. By doing this more customer come and buy the products. It is because some customer wanted a different taste and like to have a mixture taste. Moreover, they can make a promotion with the mixture flavor such as customers that want a mixture flavor, we can reduce the price without reducing the quantity.

Next, we also can add the menu which is beverage and snack. Other that selling ice creme and cake, we can add on the beverage or snack. We can provide soft-drink and a little bit snack such waffle on they menu. It is because when the customer want to hang-out and chill, the customer can buy a drink and snack in that restaurant without buying from other premise.

Lastly, we can make an improvement in term of the delivery and online services. The delivery service can improved by deliver the order on time and not make the costumer waiting for so long to have their order. These, can make the customer believe and happy with the services that provided. Besides, we can improve on the online service where we form a website or application on online services. In the online website we can put our location and menu with the price. By improving this all, the customers are easily to deal with the company and the business opportunity will be achieved.