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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

BUSINESS OPPORTUNITY

THOMSON CRISPY FRIED CHICKEN

FAST FOOD RESTAURANT

PREPARED BY:

FACULTY & PROGRAMME: ADMINISTRATIVE SCIENCE AND POLICY STUDY

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EXECUTIVE SUMMARY

As our business opportunity, we choose Thomson Crispy Fried Chicken make some improvise and focus on serving high quality of foods with affordable range of pricing for the benefits of customer. This business is allocated at Jalan Datuk Mohammad Musa, 94300 Kota Samarahan, Sarawak. We also selling product such as Crispy Fried Chicken Spicy, Crispy Fried Chicken Original, cheesy wedges, and Fries Cheese. There are several visions for our business, such as have work flows and practices of the constantly be quicker, better and innovative to make the customer feel satisfying about our services and products and other than that, to be the leading provider of Crispy Fried Chicken to all customers.

This Thomson Crispy Fried Chicken that offer the best Crispy Fried Chicken at this area and it good place for friends and family bonding time. We also prior our students, workers, and people pass by. The Thomson Crispy Fried Chicken is also serve customers in time to develop new application to make order and restaurant that provide tablet every table for direct order. In order to face the problems, lack of employee skill and experiences, we should give a training to the employees and to improve their knowledge and skills as well as to have more experiences.

Customer needs and want is our top priority therefore we come out with this business to meet and satisfy the customer requirement. In opening new business, we should have a strategic location by scanning the population in that area and as 2015, there was 157 792 of population in that Kota Samarahan. Media and internet is used to introduce our development and Applications and food of Thomson Crispy Fried Chicken to other people.

Every restaurant must register as legal business through the Companies Commission of Malaysia under food business to get our license. Other than that, the capital requirement for our restaurant is RM80.000 for starter. There are two applicable resources for achieving the working capital you need, Capital loans are numerous ways to gain capital loan such as alternative funding, traditional bank, project capital and even from family. Business expansion loans are, almost all business owners think enlarging their business at one time.

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IDENTIFICATION

Business opportunity means the sales of any product, equipment, supplies or services, which sold to an individual or community to gain profit. It is the chances that one's entrepreneur has start their business. In managing a business, there always the need to have to research or time with the trends and environment on what is going on among the people's. It is very important to make sure the customers are satisfied with the product and services that we are offered. As human, our need will basically be food clothing and shelter. So, we come out with idea to open a restaurant, to satisfy our customer need by food.

Besides that, it is very important is to observe the feedback that we are getting from our customers from time to time to assure that any readjustment or improvement could be made to achieve the customers' needs and wants. We prior our interest to the teenagers, family and most of them are student from local universities. We are informed that most of them love to eat and have fast food for lunch and dinner, So, they can easily have their meals when there are craving for fast food meals because our place is open not far from their place. So, the idea to run the business is at 10am to 11pm so we can ready early to make food for our customer lunch and dinner since their lack come during breakfast.

Furthermore, we decided that this business would give us profit because fast food can be assumed as a favourite food for all level of ages and have lot of demand. People consume to eating fast food almost every day but in and control amount, so that would give u opportunity to provide them the food. Moreover, our target customer is the student, teenager from school and universities and they are easily influenced. Since the fast food that we sell is in the range of their favourite food, we can be assured that this would influence them to buy.

1.0 ENVIRONMENT

1.1 POPULATION STRUCTURE

As we all know, years by years, the population of human are increasing. There are around 157,792 of people in Kota Samarahan according to the population in 2015. Samarahan is the administrative seat of the Samarahan District which located about 30km from Kuching. Our target customer of this business is to a person who loves fast foods. Our customer is from every level of ages and most of them are students from some university who love to eat fast food to release their stress. With the increasing of population, people will have various type of want in selecting restaurant when they are going out. Furthermore, the majority of customer are mostly student because there are lot of university student as UNIMAS (Universiti Malaysia Sarawak) and UiTM (Universiti Teknologi Mara) and their population are keep increase from years to years because of new students come to further theirs studies.

1.2 MEDIA AND INTEREST

In this globalization era, every people know how to use their smart phone and any gadget even kids nowadays also know how to use smart phone. Social media or internet can help to attracting the society with the share and create content through online. So, in order to make our business becoming well known, we will create Facebook, Instagram and Twitter and more to provide food delivery through this method. Through delivery, we can catch our customer that is busy and does not have enough time to come to our restaurant, so we will not miss our customer and help them to fulfil their desire and need. This is the uses of social media in our company. It help us more to gain more profit. It is because these applications can promote the business through advertising the menu or promotion of our business in the future. Moreover, the teenager or students are more attracted to go to some modern place or known as 'hipster' restaurant.

1.3 SOCIAL PROBLEMS

In Malaysia, we have different attitudes, religion, belief and cultures in the community. Social problem may affect and influence the business on buying our product. When it comes to religions aspect, halal food is the most significant issue. As example, the Muslim will carefully choose a place to eat, so our restaurant will