



اوپنرسیتی تیکنولوژی مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

BUSINESS OPPORTUNITY

NAME OF BUSINESS: BURGER HAUZ

TYPE OF BUSINESS: PRODUCT AND SERVICE

PREPARED BY

FACULTY & PROGRAMME: FACULTY OF ADMINISTRATIVE SCIENCE  
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## **EXECUTIVE SUMMARY**

This report is done to present business opportunity on our fast food business. In this report, we have touched all the areas of business opportunities of our fast food business. We named our food shop, “Burger Hauz”. It will be located in Desa Ilmu, Kota Samarahan, Kuching Sarawak.

Firstly, we identified the needs and wants of the customers. After that, we scanned the environment and evaluated oneself and the community. The environment consists of population structure, income and taste, and media and internet, social problems, new government, ruling and industrial leakages. While the evaluation of oneself is based on experience, knowledge and skill, financial, network and interest. Last but not least is evaluating the community. It consists of values/norms and perception of community on burgers. We also managed to screened the business opportunity and selected the business opportunity to prepare our business plan later on.

In a nutshell, we decided to open a burger shop which mainly sells burgers but with combos such as fries and drinks because we felt that this project can lead to high profits since many people love fast food. Anyone can come to our burger shop does not matter if they are the folks, adults or kids.

### **Step 1: Identifying the needs and wants of customers**

We chose a business based on product and service in fast food industry which is burger shop. The burger shop will mainly offer burgers with variety of combos such as fries and drinks. There will be different types of burgers offered to meet the wants of the customers depending on their preferences.

### **Step 2: Scanning the environment & evaluating of self and the community**

#### **I)**

##### **A. Environment**

##### **❖ Population structure**

Products that are sold is not based on the product's designs but on the strength of the customer's wants and needs. New businesses are vital to be responsive to population structure because population may change from time to time. It occurs when the number of people in an area grows very little and had to deal with the possibility to not be able to attract new customers, slow growth due to the population is aging and many more. Our business, Burger Hauz is mainly focus on the growth of population in a specific area which in Desa Ilmu, Kota Samarahan, Sarawak. This is because most students are living and studying in this area which will eventually give a positive impact towards the business to gain more sales.

##### **❖ Income and taste**

The customers may have their own choices and preferences that may be in terms of their income or taste. For customer's income, higher income group will have more purchasing power as compared to the lower income group. Relatively, most customers do also make a choice along with their budget. The budget constraint may come when income is changing. When income rises, customers will demand a higher quantity of normal goods, but a lower quantity of inferior goods. When the price of a good rises, customers will typically demand less of that good but whether they will demand a much lower quantity or only a slightly lower quantity. Burger Hauz provides variety of menus for burgers with affordable price. Thus, this is all depends on the customer's taste and personal preferences to choose their preferred burger. The social trend may be one of the reasons for the changes on the customers taste because they reflect

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personal preferences, which are more likely to change according to their interest and choices.

#### ❖ **Media and Internet**

Social media present great marketing opportunities for businesses of all sizes. Effective use of social media can bring great opportunities for the business but will require some thought and planning. Moving with fast-paced developments in online technology can help to enhance the brand of the business, boost one's profile and perhaps even win new business opportunity. It is a cheap and effective way of starting a marketing campaign for a new business venture. Moreover, it will create a huge impact on the business as media are used effectively and efficiently. The social media strategy should contain a smart mix of engaging content, presentation, friendly and responsive 'persona' to attract attention from customers towards the products or services given to them. As well as they will more likely to recommend your business to others.

#### ❖ **Social Problems**

The social environment of a business consists of all that a society believes, its customs, its practices and it's the way it behaves. One of the social problems in our business, "Burger Hauz" is ethical problem. It is one of the business owner's biggest challenges to create a safe and productive environment for all employees. However, the biggest threat to reaching the goal is common ethical issue that all businesses deal with such as misusing the working time or employee theft. The misuse or abuse of the working time occurs when an employee is not being as productive as they can because they are distracted or using their time to work on personal tasks. Besides that, employee theft is also one of the biggest threats to be dealt with by business owners. The most common type of theft subject to employee theft is stealing money or time. Most employees do not realize that they are stealing working time by not being productive in the business when they are being paid to work for certain number of hours.

#### ❖ **New Government**

The government establish many regulations and policies that guide businesses. They can implement a policy that changes the social behavior in the business environment.