



اَبُو سَيِّدِي تَتَكُونُو لَو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY ON ZOKHS NYUMS

PREPARED BY:

NAME	MATRIC NO.	PROGRAM/GROUP
1. KHIDHIR BIN ARZEMI	2017255266	AM1104E
2. MOHD ZAHIR BIN SALLEHIN	2017677256	AM1104B
3. MUHD HAIQAL BIN MORSHIDI	2017649436	AM1104E
4. OLIVIA QUERYSMAR BINTI CHRISTUS	2017850366	AM1104E
5. SARAH MUNAI ANAK SEKIM	2017254906	AM1104E

PREPARED FOR,

MADAM SITI MARDINAH BINTI ABDUL HAMID

SUBMISSION DATE: 3rd MAY 2019

TABLE OF CONTENT

TITLE PAGE	PAGE NUMBER
1.0 INTRODUCTION 1.1 DEFINITION 1.2 VISION a) Market Growth b) Evaluate community	1-2
2.0 PROCESS OF IDENTIFYING, EVALUATING AND SELECTING BUSINESS OPPORTUNITY FOR ZOKHS NYUMS	3-11
3.0 CONCLUSION	12
4.0 REFERENCE	12

1.0 **INTRODUCTION**

1.1 **DEFINITION**

Opportunity is a combination of different circumstances at a given time that offers a positive outcome, if taken advantage of. Opportunity identification involves in accessing the quality information needed to determine the viability of business opportunities. Thus, the mechanism or the abilities needed to discover business opportunities are experiences and exposures, knowledge and skills, special alertness, social network, creativity and vigilant. Meanwhile, the mechanism to identify opportunities are based on the customers, retailers and distributors, business associates, bankers, consultants, employees and others.

1.2 **VISION**

Our vision is to start a study café that exclusive to the students in the campus, named ZOHKS NYUMS, to provide high-quality product and services for our customers. Our company will provide variety of product such as foods or healthy snacks that our customer can enjoy it not excluded with our delicious beverages. We also wanted to provide services that can help the customer to relax and release their stress after a busy day completing their task. Furthermore, some of the customer would love to use our computer services that we provide to them. therefore, all we need is hiring quality of employees that are determine in doing the services. In additional, this business has a lot of potentials in:

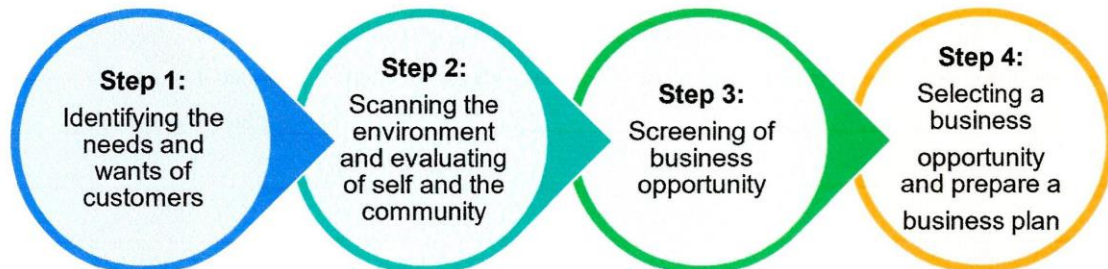
a) **Market Growth**

Our determination to serve the students with variety of healthy food and beverages will surely help us to manage and bring out our business in the campus. In our franchise, we will promote our café among the students by using mass media such as Instagram, Facebook, WhatsApp and other type of media. Thus, this will help to enlarge and improve our business in the future.

b) **Evaluate community**

Also known as community evaluation, its focused-on communities and conducted in partnership with the community. Communities are also dynamic, with planned and unexpected but regularly occurring intervention separate from those that are the initial focuses of the evaluation. We believed that our café business will be performed well because it suitable with the study environment whereby our café has its own study space for them to study or to have some time to relax at the same time enjoying our variety of food. Because of that, our economy rate will increase as we open this business.

2.0 PROCESS OF IDENTIFYING, EVALUATING AND SELECTING BUSINESS OPPORTUNITY FOR ZOKHS NYUMS



STEP 1: IDENTIFYING THE NEEDS AND WANTS OF CUSTOMERS

The first step in the process of identifying, evaluating and selecting a business opportunity is identifying needs and wants of customers. The difference between needs and wants is that needs steer more towards something that is crucial and necessary in one's life whereas wants are more of a desire to possess or do something. The idea behind ZOHKS NYUMS is to combine the concept of a café and a "study space" where books and computers with high wifi connection are provided. This is so that anyone that wants to visit can fully utilize their time at our café by either making full use of our equipments or just leisure about. Due to modernization, people are getting busier by the day for the sake of development thus we wanted to make sure customers get the chance to do get down to business and relax at the same time within the vicinity of our café.

As we all know, there are a lot of students and workers alike that fancy doing their work in peaceful cafés however they have no choice but to bring and use their own resources from home. Also, the only thing that cafés in general provide in such a situation is to serve food and drinks when they could have thought of many other things to add in their establishment rather than do the same repetitive things as existing cafés. Why blend in with others when you have the right to stand out among the rest. Going back to our previous subject, customers could easily transport their work digitally from our café with the assistance of resources ready at their disposal at any given time in our café thus killing two birds with one stone.