



اُونِيُوَرَسِيْتِي تِيكُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS OPPORTUNITY**

**ESKAC PARADISE**

**BUSINESS OF AIS KACANG**

**PREPARED BY**

**FACULTY:** FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

**PROGRAMME:** DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

**SEMESTER:** 4

**PROJECT TITLE:** BUSINESS OPPORTUNITY

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**SUBMISSION DATE**

**26 APRIL 2019**

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## EXECUTIVE SUMMARY

In this business opportunity, we are given the opportunity to open a business. In order to conduct a business, we need to identify, evaluate and select the business, so that, we can focusing on how we are going to plan and implementing our business. Hence, we are going to make the best Ais Kacang in town. Our shop is called Eskac Paradise which is located at Kota Samarahan area. We will serve the best quality and delicious Ais Kacang that everyone will enjoy with their family, relatives or friends.

In identifying the opportunity of the business, we need to attract more customer to purchase our Ais Kacang. In order to attract them, we need to give promotions or discount in a certain period of time. This method could attract more customer to come to our shop and try our Ais Kacang.

Next, we are providing delivery services of our Ais Kacang to the people. So that, everyone can give a try to our Ais Kacang and enjoy it anytime and everywhere. The Ais Kacang is also comes with many type of flavours that people would love and satisfy their craving for Ais Kacang, thus, we will gain more customer and earn more income.

Besides that, to evaluate the business opportunity, we are going to hire many workers to be employed in our shop since there are unemployed people in the area and we will train our workers to give a very excellent services to the customer. Hence, we could have our loyal customer if we are giving a very excellent services to them and they will surely come to our shop regularly.

In conclusion, we choose to make Ais Kacang to conduct a business and choose Kota Samarahan as our main location. Since in Kota Samarahan have universities like UiTM Kota Samarahan Campus 1 and Campus 2, and also UNIMAS, we could promote our Ais Kacang and attract more students to our shop. We will also give them student price and be their number one choice of Ais Kacang's shop in town.



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

First of all, we want to ~~open~~ the Ais Kacang's business which is called as Eskac Paradise. We want to ~~provide~~ the quality and delicious Ais Kacang to the people around in Kota Samarahan. Besides that, we will provide various rare and unique flavors of Ais Kacang. It can fulfil the tastes of the customers when they come to our shop. We are also providing delivery services which can attract more customer to enjoy our Ais Kacang anywhere in town.

## **STEP 2: SCANNING THE ENVIRONMENT AND EVALUATING OF SELF AND THE COMMUNITY**

### **2.1 ENVIRONMENT**

Environment is a part of business study. The environment refers to the total of the all inside and outside factor that influence of the business. Both of the factor can influence and affect the business also can work together towards each other.

### **POPULATION AND STRUCTURE**

Population is the total up of the people that lives in the area. For instance, in Kota Samarahan area estimated around 255,000 people that lives in the area. This is very important to know the statistic of population to manage our own business in Kota Samarahan area. This will ensure how much people go and buy our product and services that we provide for them.

### **INCOME AND TASTE**

Every people has different income and taste. Some people just love special Ais Kacang, some of them might like the standard Ais Kacang. Incomes more influence the customer their needs and wants. Since most of the people has a stable income, this will make our business maintain and persist year by year. Due to that, people would like to spend time with their friends and family members so they choose most chill up place and legend for them to gather and hang out.

## **MEDIA AND INTERNET**

Media and internet is not a big problem to our company. We have our advance way to promote our business to the public. As nowadays people are very famous with social media such Facebook, Instagram, Twitter and so on, it will facilitate the business to promote the product. In the first place, we promote our product to our closed one such family, relative and friend and invite them to the grand opening of our shop so that they can inform and give feedback to others about our product.

## **SOCIAL PROBLEMS**

We found out that in the area has more unemployed people. When we opened the business, automatically we can reduce the number of unemployment people especially in Kota Samarahan. We will recruit new staff and train them to be a professional workers so that we will have quality services. In other words, we also can reduce the number of poor people to get income so that they can get a standard life. We will pay the standard salary that has been stated by the government include their allowances.

## **NEW GOVERNMENT**

Since the Government Service and Tax (GST) has been abolished, the new government propose Sale Service and Tax (SST). Service tax of government is 6% while the sales of goods is 10%.

## **RULING**

In the proposal to open our business, we should follow the certain procedure that has been stated by the government if we want to open the business. First of all, we need to register our business to the Companies Commission of Malaysia (SSM) by completing certain form that require. Also, it can be done through online service which is EZBIZ.SSM.COM.MY. The purpose for all the steps, the business will become a legally entity.

## **INDUSTRIAL LINGKAGES**

We will observed and choose the supplier that can provide the good and quality ingredient. It is to ensure the Ais Kacang's produce by us for sure it was fresh and delicious. It can achieved the satisfaction of the customers towards the Eskac Paradise. Not only that, we will also ensure that every ingredients that is available in the menu is fresh and in good condition.