



**FACULTY OF SCIENE ADMINISTRATION AND POLICY STUDIES
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

BUSINESS OPPORTUNITY

PREPARED BY

PROGRAMME : AM110 4J

SEMESTER : 4

GROUP MEMBERS :-

- | | |
|---|------------|
| 1. DAYANG NUR ASLIN BT AWANG RABA'EE | 2017256368 |
| 2. DAYANG ZULEEKA BT ABG SUHAILI | 2017432822 |
| 3. DAYANGKU SYAFIQAH BT AWANGKU SAIFUDDIN | 2017246864 |
| 4. MARTINA IJAH ANAK MERAGAN | 2017275876 |

PREPARED FOR

MADAM SITI MARDINAH BINTI ABDUL HAMID

SUBMISSION DATE

3 MAY 2019

TABLE CONTENT

No.	CONTENT	PAGE
1.	OVERVIEW	1
2.	IDENTIFYING, EVALUATING, AND SELECTING A BUSINESS OPPORTUNITY	2-4
3.	SCANNING THE ENVIRONMENT,EVALUATING OF SELF AND THE COMMUNITY	5-11
4.	SCREENING OF BUSINESS OPPORTUNITY	12-13
5.	CONCLUSION	14
6.	REFERENCES	15

1.0 OVERVIEW

For our business opportunity, we have decided that our business will be an ice-cream truck. Nowadays, there are many food trucks that are operating in Kuching but most of the food trucks only sell food and drinks such as burgers, french fries, chocolate ice blended and so on. The food trucks do not sell ice-creams and thus we have decided to run an ice-cream truck as this concept of food truck is seldom found operating.

Our business opportunity distincts from other ice-cream trucks as we will sell ice-cream that are not sold in convenience stores or ice-cream shops. We will provide products such as our ice-cream are homemade and contain no preservatives. We will only use organic and pure ingredients. This ensures that our ice-cream will be much healthier compared to other ice-cream. The ice-cream that we will sell are suitable for all ages.

Our operating hours on weekdays are from 10 am in the morning until 6 pm in the afternoon. On weekends, we will operate from 10 am in the morning until 10 pm. Our business will be located at several locations such as Waterfront, Kuching and University Technology Mara Campus Samarahan 2 (UITM). During weekdays, we will be operating at UITM Samarahan Campus 2 while during weekends we will be operating at Waterfront, Kuching. UITM Samarahan Campus 2 is a strategic location as we will be able to attract students to buy our ice-cream to cool themselves down from the scorching heat. In addition, by operating at Waterfront, Kuching, our ice-cream truck will be in high demand as a lot of people like to go to Waterfront, Kuching on weekends

2.0 PROCESS ON IDENTIFYING,EVALUATING AND SELECTING A BUSINESS OPPORTUNITY

Many people in Malaysia like to eat ice-cream for their dessert or for snack. There are various ice-cream shops that provide a variety of ice-cream, but they are quite inconvenient for them as they have to go to the shop to buy the ice cream. This is a hassle for them, as whenever they want to buy ice-cream, they have to go to the shop just for the sake of buying an ice-cream.

This also inconveniences them as it gets in the way of them doing their tasks such as their work. It is very difficult to find a food truck that only sells ice-cream. Therefore, we will run an ice-cream truck to fulfil the requests from the public.

2.1 STEP 1 : IDENTIFYING THE NEEDS AND WANTS OF CUSTOMER

I. Needs

Customers need the price of the ice-cream to be reasonable. If the prices for the food were to be too expensive, they will not purchase it as they want to save their money. They also need the people who run the business to practice transparency such as they do not charge extra costs.

Customers need the ice-cream to be halal so that even the Muslims can buy the ice-cream instead of only the non-Muslims buying the ice-cream. For example, a certificate of halal issued from the Department of Islamic Development Malaysia (JAKIM) needs to be obtained so that the Muslims know that the ice-cream truck sells halal ice-cream. They need the people who run the ice-cream food truck to not use raw materials such as cones or ice-cream that will expire soon.

II. Wants

Customers want music to be provided while they are waiting for the ice-cream so they will not get bored. By providing music, this ensures that the customers will be entertained. Moreover, they want the ice-cream to be delicious so that their expectations are met.

In addition, they want a tissue to be provided so that it is more convenient for them to hold the ice-cream such as their hands will not get dirty. In terms of cleanliness, they want the food truck to be clean. This ensures that the risk of customers getting food poisoning is low. They also want the service to be quicker and efficient such as they do not need to wait long to receive their ice-cream.