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1.0 EXECUTIVE SUMMARY

The business that we are planning is a restaurant which is call as **Sampan Noodle**. Our business offer product and services at an affordable price so it can be enjoyed by everyone .We will partner with a few companies to receive supply and to collaborate with their company so that we are able to give the best product and services to our customer.

Services that we provide are food delivery as well as food grab. Food delivery is a usual service that are usually provided by every restaurant or cafes'. Meanwhile, as for food grab, it is a new service that we invented where we will pick up anyone or whoever that wish to dine-in in our restaurant wherever they are.

This new service are invented in order to solve the problem for the people who live far from our restaurant, which is located at Desa Ilmu, Kota Samarahan. We do not only focus on one target market but we see the market as a whole. We have done research and survey on the population in Kota Samarahan and the average income of each household.

Feeling strongly about offering foods with local taste to our customers, we decided to make our busiess style to "central-kitchen-style" where our professional chefs and barista would prepare food and drinks from scratch in the middle of the restaurant.

As for our product, we serves food with a local taste such as Kolo mee which are served with different variations by our restaurant. All of our foods and drinks will be done by qualified chef and barista. Our business will be equip with the latest technology to ensure our business will run effectively and efficiently.

2.0 PROCESS OF BUSINESS OPPORTUNITY

2.1 IDENTIFYING OF THE BUSINESS OPPORTUNITY.

Opportunity is defined as a situation that enables an entrepreneur to offer marketable products or services to the interested buyers or end users. Therefore, business opportunities offer tools or training that can help a person to start their own business. Besides, it can help to provide new alternatives that can satisfy the people's needs and wants by becoming an entrepreneur of a new business.

This is the reason why we decided to open up a business called 'Sampan Noodle'. This business will be selling local foods which is based on the Sarawak local foods. Besides that, this restaurant will also be providing services to the customer such as food delivery and food grab.

2.2 EVALUATING OF BUSINESS OPPORTUNITY

New business exists when there is any arise of business opportunity that can inspire someone to provide new alternatives that can satisfy people needs and wants by becoming an entrepreneur of a new business. Therefore, business opportunity identification will be needed to find out what are the wants and needs of the customer in the specific area where the business idea will take place before setting up the business. There are a few factors that can be used to identify the business opportunities.

The first element to identify the business opportunities is by scanning the environment of the place where the business will be conducted. The targeted place where our group business idea is located in Desa Ilmu, at Kota Samarahan, Sarawak. By scanning the environment population, the highest population percentage in the area are youngster since Desa Ilmu Kota Samarahan is an education hub where there are 4 main campuses which are Universiti Teknologi Mara (UiTM) Kampus 1 with estimation of 6678 students, Universiti Teknologi Mara (UiTM) Kampus 2 with estimation of 5669 and Universiti Sarawak Malaysia (UNIMAS) with estimation of 15,882 students and Institut Perguruan Tun Abdul Razak.

Other than that, there are also people with carrier who have limited time to cook at their house and also the tourist who come to Sarawak that want to taste the foods in Sarawak. Based on the population, our group can conclude that most of them don't have time to cook for themselves and spent more time in eating outside. In average, most of the youngster and people with busy schedule will have no time to cook for themselves and easily find café or restaurant to eat.

In addition, the income of the people that live in Desa Ilmu, Kota Samarahan will be considered for our group business idea to be successful simultaneously fulfil the needs and wants of the people. Since most of the people who live in Desa Ilmu, Kota Samarahan are youngster who are a student with no income, they are provided with allowance for their monthly expenses where they need to allocate the usage of the money as to not be over budget while other population of Desa Ilmu Kota Samarahan are in the middle-class income, they can afford to have a bit of expenses that can satisfy their wants. This will result in a demand of where they will be needing a place that they can chill while eating to release the stress that they have. Therefore, a new business of providing a relaxation place to fulfil the