UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS OPPORTUNITY

TYPE OF BUSINESS
CYBERCAFE

PREPARED BY

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INTRODUCTION

Based on our discussion, we identified three different ideas of businesses. We had analyzed the strength, weakness, opportunity and threat of the businesses. This ideas are based on the Samarahan region near to our campus.

Firstly is Kek Lapis shop. Based on our scanning, there are three shop of kek lapis in Samarahan region. There are Mira Cake House, Asma Cake House and Ina Cake house. These shops have variety of cakes. They used wise marketing strategy such as online services and agent. However, the price is not accurate. The suitable environment and temperature become the main problem to bake kek lapis. So, it may not give sufficient income as customers have choices to buy kek lapis.

Spa services offered variety services such as pedicure, manicure and etc. Most adult women tend to go to spa for dinner preparation or self-beauty. However, most of them are not affordable. It seems like it not necessary as most adult women are working. On the other hand, spa services required constant training for their staff. This will cause financial limitation for the business.

Last but not least we chose cybercafé. There are rising need for internet as the technology advanced. We found that Samarahan area only have one cybercafe. So, there are high chance that this business will go further. However, it also can cause social problem. High school students tend to escape school and hanging out .at cybercafe.Also, some repairing can cause great financial loss.

In conclusion, these business have it own pro and cons. We have to undergo deep evaluation to choose the correct business. In the end, the business will have to progress and stable.

EXECUTIVE SUMMARY

Galaxy Cybercafe, unlike most cafes will provide a unique forum for communication and entertainment through the medium of the internet. Galaxy Cybercafe is the answer to an increasing demand. To provide to the general public to access to the methods if communication and volumes of information how available on the internet and to access at a cost they can afford and in such a way that they are not socially, economically, or politically isolated. Galaxy Cybercafe's goal is to provide the community with a social, educational, entertaining, atmosphere for worldwide communication.

Galaxy Cybercafe is a business which allows people to pay for access to the internet.Galaxy Cybercafe are especially useful for travelers who need a place to check their emails or book flights and hotel room online. Most of cybercafe provides computer, snacks, and beverages to their customer. For us, we don't need to sell beverages because our business located at strategic are where coffee shops and any beverages shop are nearby. Besides, cybercafe also provided for playing games, chatting with friends or doing other computer-related tasks. In most cases, access to the computer and internet is charged based on time that they used. There are many internet cafes located worldwide, and in some countries they are considered the primary form of internet access for people. Another name for a cybercafe is an internet cafe.

The vision of the business are to be the most responsive, trusted and preferred Information Technology solution provider in the local market by 2017. Besides, our vision is to deliver an excellent quality service ,operate in responsible manner being up-to-date with the upgrading Information Technology and provide fast internet access in a homelike environment for a highly reliable and consistently satisfying customer experience.

STEP 1 : IDENTIFYING THE NEEDS AND WANTS OF CUSTOMER

Every business opportunity begins with the existence of various customers' needs and wants for a particular product or service. A need is something that is basic in life ,while wants refers to the craving for something that is far better than basic items.

First, in the cybercafe, customer needs the comfortable environment. Comfortable environment refer to the pleasant atmosphere for the customer to do their works on the computer. With the comfortable environment, customer can make their own business and works happily. Cybercafe must be quite and customer can make their own business without stress. Thy is why, our cybercafe provide a best and comfortable environment for customer to do their works. Besides, customer also needs a complete computer set. When they go to the cybercafe, they not only do some research, but they also needs to print out the notes or documents that they needs. That is why, they comes to the cybercafe because they needs the full of computer set. Not every students have their own computer set at the campus. We also provides the computer set such as computer, printer, speaker, headphone, mouse, external hardware and others computer set. Last but not least, customer also needs a good and excellent network. They believe that cybercafe have a good network. With the good network, they can done their works fast and easily. For students, to get the good network is very hard because mostly the network at the campus are not so good. They need to go to the cybercafe the get the good network to do their works.

Apart from that, customer also want something new in the cybercafe. For example, give discounts for selling more login tickets in the cybercafe. Make the special pricing plans for the members such as gives discounted prices to the regular members and they will always comes back to the cybercafe for our services. Attract the new members with discounted pre-paid login account and sell more pre-paid time for lower price. For example, sell 3 hours ticket with 10% discount. Besides, get some extra-charging for