



اَوْنُوْزِ سِيْتِيْ تِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

NAME OF COMPANY : DEFFA HAIRCUT ENTRPRISE

TYPE OF BUSINESS : BARBER'S SERVICE

PREPARED BY

FACULTY & PROGRAMME : FACULTY OF SCIENCE ADMINISTRATIVE AND
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GROUP : AM110 4H

PROJECT TITLE : BUSINESS OPPORTUNITY

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EXECUTIVE SUMMARY

Business opportunity is defined as a situation that enable an entrepreneur to offer marketable products or services to interested buyers or end users. An opportunity is to generate income as a business and not an employment opportunity. Our business is DEFFA Haircut Enterprise are giving services such as haircut first then customer will get a hair shampoo treatment. Our projects will ensure that people and student easily to cut their hair without need to spend too much and to ensure that the price is affordable to everyone.

Our project located at Aiman Mall, Kota Samarahan, Kuching. It consist 5 managers in different department and also having 5 workers. The boards of advisors to provide management expertise and play many role in enterprise. The advisors are Evelylin Santha as General Manager , Dessey Eroy as Operational Manager , Fradila Naja as Marketing Manager, Frankie Wan David as Financial Manager and Natasha DeqBenya as Administrative Manager.

However, DEFFA Haircut Enterprise has its own limitation which has affecting the business. The major problem affecting DEFFA Haircut Enterprise is to maintain the customer and the quality of product that we use. This could be challenging as we need to sacrifice quality product in order to maintain a affordable price. Besides, we also facing problem such as big competitor. The competitors from such as Da Di Du and Do Re Mi. This market competition can affect the performance of DEFFA Haricut Enterprise as our focused is about price.

Furthermore, we provide discount for customer and student that really help them to save their money and less their spending. Next, the customers in Kota Samarahan can save their time instead of going other place that more expensive and far from home to do a haircut. In Samarahan, as we can see the competitor has a different ways to cut or do a treatment and different products such as shampoo. This can make our customers see the different between our saloon and the competitors because we provided a quality raw material.

OVERVIEW

Overview are central to entrepreneurial activities. Opportunities exists to inspire individual to become entrepreneurs and act as a link between the individuals and the setting up of the new ventures (Ventakaraman,2004).

IDENTIFICATION, EVALUATION AND SELECTING BUSINESS OPPORTUNITY

Step 1

We are choose a business opportunities on the barber shop that provide a service to all customer that located in Aiman Mall, Kota Samarahan. The customer always have to cut their hair and therefore they will go out to find the barber shop. So we provide a barber shop in the Kota Samarahan. This will help the people in Samarahan with low cost and we aso provide a suitable price for our services and customer-friendly. The customer also want a style and perfect haircut, so we provided a experience workers that can satisfied the customer wants.

Step 2 : Scanning the Environment and Evaluating of Self and The Community.

Environment

Population structure	The population in Kota Samarahan is 250, 622 people. From that, our enterprise takes this advantage to promote this services for people in Samarahan. It is strategic location for our services because the place is always visited by the people in Samarahan and also near with University for example UiTM, UNIMAS and near with residential like Desa Ilmu, Samarindah, Palm Villa and many more.
Income and taste	As we know, people can make the money and gain a lots of profit from their business. For example, we are suggest to open this haircut services in Kota Samarahan. From that, we can increase our profit and income because there are strategic place and affordable price. This services will satisfy the customer 's need and wants with the reasonable price.
Media and Internet	To promote our service, we must use suitable apps such as Instagram, Facebook, Twitter, WhatsApp and many more. With this apps, we can increase the number of customers with online internet among the people in Kota Samarahan. From that, they will recognize and also realized this services. It is more efficient to conduct online business as it is low cost and time saving. This also minimizes the budget for this business because media and internet