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IDENTIFICATION OF BUSINESS OPPURTUNITY

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GROUP MEMBERS:

NAME	STUDENTS ID
NUR ANISYA ASYIKIN BINTI MORSHIDI	2016671286
DAYANG NURLI SAHRMILA BINTI AWANG ANWA	2016845776
SITI NUR JANNAH BINTI ZAINAL ABIDIN	2016432556
ERICSON MIXHLA ANAK LINGGIE	2016448888
JACQUELYN ANAK TIKAY	2015765291

PREPARED FOR

MADAM SITI MARDINAH BINTI ABDUL HAMID

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EXECUTIVE SUMMARY

This report examines The House Cafe industry in which focus on serving high quality of foods with affordable range of pricing for the benefit of customers. If you are well known with cafe industry especially when it comes to selling beverages, it's likely you have heard about it. This business concept is a mash up of beverages such as coffee and other side dishes such as cookies and cakes which has been one of the strongest segments in the cafe. It continues to prosper and it continues to grow to fulfill client's need.

This House Cafe is the top among other cafe places that offer the best coffee in town and it is a good place for friends and family bonding time. The House Cafe is in fast growth stage and is consuming market share from several other cafe. There are several explanations for this growth, some of which include food quality and inclinations in taste.

Most of the cafe ideas start from the culinary passion is needed to open a successful cafe. You do need money to make your dream come true and continue to enlarge it. There will be problem when most businesses wait until they need money before applying and at that point, they are in financially weak position. The solution is being upbeat about the working capital needs. Here are two applicable resources for achieving the working capital you need:

Capital loans : There are numerous ways to gain capital loans such as alternative funding, traditional banks, project capital and even from family and friends.

Business Expansion loans : Almost all business owners think of enlarging their business at one time. However, not everyone is lucky enough to make thing happen. If you fall into this group, you can seek business expansion loan.

IDENTIFICATION

The first project we got is to make a business of laundry dobi in Kota Samarahan, Sarawak. The reason we came up with this idea is because Kota Samarahan is one of the busiest place besides Kuching. The population of Kota Samarahan also consists of students from institution and worker that do not have time to wash their clothes because they did not have enough time. The students even the workers of housewife can send their clothes to our laundry if they do not have enough time to wash their clothes. The idea of laundry also can save their time. But in Kota Samarahan, there is a lot of self service laundry which make the people feel more comfortable to use such as Laundry Bar, Mama Dobi, and Aladdin Laundry. Some people feel uncomfortable if another person wash their clothes. So because of that they feel more comfortable to use self- service laundry instead of make someone to wash their clothes. The reason why we did not run this idea is because the competition with self- service laundry is fierce. The demand for the self- service laundry is more higher than the laundry that make someone wash their clothes.

Then, we came with the second project. It is coffee bar .After making some evaluation, we realize that in Kota Samarahan the competition for coffee bar is lower. The awareness of coffee among the population in Kota Samarahan is still in the lower level. We want to introduce the taste of coffee to the people and want people to know the variety of coffee exists in this world. The coffee is for everyone. For the coffee lovers, they can experience the other taste of coffee in our cafe. The price we provide is affordable for everyone. In our cafe, we also offers variety of food as deserts such as cakes, sandwich and cookies. We also design our cafe with house theme. We want the customers to feel comfortable to come to our cafe because they will feel that they are at their own house. On doing SWOT analysis, we believe that this business idea will be a successful business and increase the awareness of coffee to the people. It also have a fair chance of success because they no a fierce competition because there only one cafe exists in Summermall and people can come to our cafe instead of going to Starbucks that allocate far from Kota Samarahan.

1.0 ENVIROMENT

1.1 POPULATION STRUCTURE

- As we all know, years by years, the population of human are increasing. There are around 157, 192 of peoples according to population of Kota Samarahan in 2015. Samarahan is the administrative seat of the Samarahan District which located about 30km from Kuching. Our target customer of this business is to a person who loves coffee and read a book. Most of the teenagers or students usually look for a place to study or just relaxing and at the same time want to have some drink and food. With the increasing of population, peoples will have various type of want in selecting café when they are going out. Furthermore, the majority of peoples are mostly students because there are lots of IPTAs such as UNIMAS (Universiti Malaysia Sarawak), UiTM (Universiti Teknologi Mara), and others.

1.2 MEDIA AND INTERNET

- In this globalization era, every people know how to use smartphone and any other gadget even the kids know too. Social media or internet can help on attracting the society with share and create content through online. So, in order to make our business becoming well known, we will create Facebook, Instagram and Twitter and more. It is because these applications can promote the business through advertising the menu or promotion of our business in the future. Moreover, the teenager or students are more attracted to go 'hipster' café which is one of our attractions.