



ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT:

BUSINESS OPPORTUNITIES

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1.0 EXECUTIVE SUMMARY

This individual assignment concerns the Business Opportunity Report on the Fundamentals of Entrepreneurships (ENT300). In this assignment, we focused on Business Model Canvas to broaden our business. In addition, Mayhem Fixed offers a range of interesting products such as clothing and merchandise, which make our fashion lifestyles better all at once. We also manufacture high-quality bike wear and cycle merchandise for cycle lovers. Moreover, our famous merchandises are such as shoulder bag, bike steam bag, tote-bag, handlebar bag, hip-bag, large case, bucket hat, sling pouch, bi-fold wallet, snap hook keychain, mini messenger bag, six panel hat, mayhem round patches and stickers, fancy pack, pattern mini case, jacket, jersey and more. For additional information, our designs are not especially for cycling only, we can wear it in everyday life also. Last but not least, Mayhem Fixed is definitely using high quality material to produce the products so that the products can be used for a long period of time as revealed by polyster nylon, polyster canvas, non-woven polyster, canvas, cotton and so on.

2.0 INTRODUCTION

Firstly, my company chosen is Mayhem Fixed, which is located in Shah Alam, Selangor. The 'Mayhem Fixed' name is suitable and unique for what we are representing which is urban cycling and lots of people already know us by this name before we even start the business seriously. Furthermore, we got inspiration to sell these kind of products from cycling scene and local street-wear fashion. By attending those events, we got more in love with the theme. For more information, our business produce many products such as clothing, cycle-wear and merchandise like wallet, hat, tote-bag and others.

Moreover, we have been selling our products to customers in three ways which are 60% online in social media, 30% consignment and 20% walk-in stores. By doing so, we received a lot of customers to purchase their products depends on customer's situation and circumstances. Besides, Mayhem Fixed also have the products stored at some store in Malaysia. For instance, we sold some of our product in Minilable.co, 266, Lebu Pantai, George Town, 10300 George Town, Pulau Pinang while another branch is at Rebirth Inc., No 22, Jalan Dhoby, 80000 Johor Bahru, Johor. The last one is at The Stone Street Store, No g6c, Ground Floor, 25200 Kuantan, Pahang. All of these location can be considered as a strategic place for selling our products because it is in the middle of busy and well-known city.

In addition, we started the product business from home only. As days goes by, we managed to rent a space as our business's sales is increasing until now we has our own company and small factory to produce our products. Next, our business actually growing slowly and it took us one to three years to get where we are right now. Even though we are growing a little bit slowly, but we still manage to get our capital back and sales are still increasing too.

Beyond that, our products are not marketed in Malaysia only. We ship worldwide, we often get orders from Singapore, Indonesia, Brunei, Thailand, Europe and also from United State of America. For now, we have three permanent staff but from time to time we hire people based on upcoming project or event basis.

3.0 VISION, MISSION, OBJECTIVES

Mayhem Fixed	
Vision	<p>We aspire to become a worldwide leader throughout outerwear, sport-wear and merchandise style as well as fashion by stimulating creativity and design to deliver maximum customer satisfaction. Then, we aim to be a compassionate and well-managed enterprise for the business associates, buyers and colleagues, and a socially accountable citizen in our community. Next, to impart wisdom and inspiration to every athlete in the world.</p>
Mission	<ol style="list-style-type: none">1. To design, develop, improve and providing great clothing and merchandise to worldwide customers.2. To make a significant difference across our brand, maintain ahead of fashion trends, market developments and the advanced techniques.3. To improve the quality of lifestyle of our corporate partners, clients and employees.4. To create the best products and would not lead to unnecessary damage, use business to stimulate and adopt awareness of the environmental problems.5. To develop ground-breaking sports, outerwear and merchandise ideas, sustainably generate the products, develop an innovative, effective global team and build stronger empirical on the societies we live and work in.