



FACULTY OF BUSINESS MANAGEMENT
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

INDIVIDUAL ASSIGNMENT

BUSINESS OPPORTUNITY

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1.0 EXECUTIVE SUMMARY

I need to perform a business opportunity in order to fulfill my individual task for Fundamental of Entrepreneurship (ENT300), which is a business opportunity focused on Business Model Canvas. .Business that I chose is Projek Outdoor which is has potential to grow in business. This service is enjoyable and fun, so people can have a quality time with family. The main services of Projek Outdoor is White water rafting which is located in Ulu Slim. At Ulu Slim, there is no business like this so it gave a big opportunities to be the first person to produce this service. I got more information to write this task through website and Google.

2.0 INTRODUCTION

Projek Outdoor established in June 2016. A director's full name is Mohammad Nazirul Nazrin bin Abdul Rahman. Projek Outdoor is our company's name. From this name, it showing that our business is served outdoor and adventure activities for adventure and river lover. Our company's name get inspired by our services which is White Water Rafting.

Our main service is White Water Rafting. The director want to produce this service because of his hometown. He trying to improve their hometown and want to help his village people to get a job. Our first location when we started this business is Kampung Ulu Slim. There have two more location for our business which are Kuala Kubu Bahru at Selangor and Kampar at Perak. White Water rafting in Selangor River is one of the most popular destinations. Selangor River is the most popular river for recreational whitewater rafting since the 90s. Located about 1 hour drive from Kuala Lumpur, this place continues to provide an extreme wild whitewater trip for outdoor enthusiasts until the present day. However, White Water Rafting at Kampar River in Gopeng is a very popular rafting in Peninsula Malaysia. Whitewater rafting on Sungai Kampar, only 15 minutes from Ipoh in Perak. The clear water of Kampar River is suitable for anyone who is physically fit and those who crave for mild technical adventure whilst safely enjoy a rafting trip. From the excitement of tackling large rapids, to enjoying the serene beauty of a gentle paddle through lush rainforest, this will be an invigorating day spent at one with nature.

Other services that we offer is River Tubing, Waterfall Abseiling, Jungle Trekking, Night Trekking, Orang asli experiences, Explorace, Flying fox, Abseiling and so on. All of this can attract people to buy our services.

3.0 VISION, MISSION AND OBJECTIVE

VISION	<ol style="list-style-type: none">1. To be the best in delivering and offering outdoor adventure tourism in Malaysia2. Be the best rafting company in Malaysia
MISSION	<ol style="list-style-type: none">1. Dedication to the highest quality of customer services, delivered with a sense of warmth and friendliness2. We believe that the great outdoors is an excellent place for families to spend quality time together. We make it our goal to provide the very best surroundings, amenities and activities in a variety of locations to meet the ever changing demands of today's families. We look forward to serving your recreational needs and making the quality time with your family even more enjoyable.
OBJECTIVE	To produce highest quality outdoor activities and the best adventure activities in Malaysia