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UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)**

**BUSINESS OPPORTUNITY : CREATIVE DESIGNS STUDIO
ENTERPRISE**

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1.0 EXECUTIVE SUMMARY

The overview of this report is that I am proposing the business that I chose which is Creative Designs Studio through the process that showed in Business Model Canvas. This business is running as a partnership that is owned and operated by 2 person, consisting Encik Faizul and his partner Encik Azmi.

Based on the information, the key point is I am highlighting the Creative Designs Studio product and services. Creative Designs Studio offered a house plan drawing services with computerized 3D sketches. They also provides a landscape plan services. They have been cooperate since 8 years ago and they work at Lot163 Jalan Bayam 15200 Kota Bharu, Kelantan.

2.0 INTRODUCTION

Assalamualaikum, I am currently studying at UiTM Kelantan Kampus Machang. The course that I take is Diploma In Banking Studies. The reason I am doing this report is because it is in my ENT300 syllabus. I am required to write a Business Opportunity based on my study of the company called as Creative Designs Studio Enterprise.

Since this report is a practical learning, students tend to understand more because students need to interview the owner of a business or service provider. The task can assess application on theories and concepts learned in class to real life situation. So that what they have learned is applied and related to real life situations. Though this task communication and soft skills are improved. This is because students have to brainstorm the questions that need to be asked before interviewing the owner of the business or service provider.

The purpose of this report done is to examine in detail about a business for me to be able to oversee one viably and effectively within the future. Creative Designs Studio is owned by two owner which is consist Encik Azmi and his partner Encik Faizul.

This business is running as partnership that is owned and operated by 2 person. Creative Design Studio Enterprise is owned by Encik Mohammad Azmi Mohd Noor and Encik Faizul Zulkifli. The company is properly managed by the owners, their assistant and two staffs. The owners of Creative Design Studio Enterprise started the business 2012. Since then the company is growing and expanding as they work hard for it. Encik Azmi and Encik Faizul always have trust with each other and also trust in their employees to manage the company while they was not around. They several times unable to come to office due to some problems but their staffs were able to take over their work properly.

This report provides information obtained through personal interview from the owners and staffs of Creative Designs Studio Enterprise. This report will pay particular attention about the customer, value proposition, channel, customer relationships, revenue streams, key activities, key resources, key partners and cost structures of the the company. The report will comment on the prospects of the company and make recommendations or some innovations that would improve Creative Designs Studio

Enterprise current performance. These observations do have limitations which will be noted.

As I already told earlier in this report, Creative Designs Studio offered a house plan drawing services with computerized 3D sketches. They also provides a landscape plan services. The company decided to make some innovation on the paper of house plan. First of all, they want to make a wallpaper using used paper. Initially, the paper is patterned with an interesting pattern and according to the latest fashion about a wall in the room in the restaurant or house. After the paper is used, it can be used as a wallpaper. They will sell it at the nearest wallpaper stores.