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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

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BUSINESS OPPORTUNITY

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## **1.0 EXECUTIVE SUMMARY**

In order to fulfil the Fundamental of Entrepreneurship (ENT300) course requirements, I need to carry out a business opportunity. For the business opportunity, I need to collect all the details needed information about a company that I choose, so I decided to contact Hello Café owner to do an interview session. The owner of the Hello Café is Puan Fadhlin Binti Alias. Puan Fadhlin give her best to help me regarding this assignment which I'm grateful for since she must be busy with her business. From the interview, I gain the information about the Hello Café vision and mission, their problems and solutions, their customer needs and wants and also their business opportunity. It helps me understand the business better to complete this assignment, since for this assignment I need to learn more the depth of their business.

## 2.0 INTRODUCTION

The word “innovation” is derived from the Latin verb *Innovare*, which means to renew. Innovation is a process by which a domain, a product, or a service is renewed and brought up to date by applying new processes, introducing new techniques, or establishing successful ideas to create new value. Innovation requires more creativity and more willingness to take risks than the implementation of typical projects.

In the case study, I choose a company that their sales do not exceed RM 250, 000 a year. Thus, Hello Café is my choice, which is located at PT 2989-GF, Bandar Baru Pasir Puteh, 16800 Pasir Puteh, Kelantan. I choose them and proceed to gather the information about their business performance and other information that are necessary in the case study. So, I know what are their products and services.

Hello Café products can be innovated by adding vitamin C in their foods, drinks and dessert. This innovation will make their products healthy which then will make it different from other products of business restaurants. Vitamin C is a water-soluble vitamin that’s found in many foods, particularly fruits and vegetables. It’s well known for being a potent antioxidant, as well as having positive effects on skin health and immune function. As we all know, the human body cannot produce or store vitamin C. Therefore, it’s essential to consume it regularly in sufficient amounts.

The best source of vitamin C comes from fruits and vegetables. For example, Hello Café can add broccoli in their foods like spaghetti carbonara. Broccoli is a cruciferous vegetable. One-half cup of cooked broccoli provides 51 mg of vitamin C, or 57% of the DV. They also can add parsley as a decoration in their foods and suppers. Two tablespoons (8 grams) of fresh parsley contain 10 mg of vitamin C.

Meanwhile for fruits, Hello Café can use kiwis, lychees, strawberries or oranges. They can make drinks and dessert based on those fruits. One medium-sized orange provides 70 mg of vitamin C and one cup of strawberry halves (152 grams) provides 89 mg of vitamin C. This proves that adding vegetables and fruits in victuals can create a healthy food.

Even though, it seems simple and there are already many people who did this, but in reality there are not many restaurants who brave enough to do this. This is because, there some customers who don’t like having vegetable likes broccoli and cauliflower in their foods. It can seem not appetizing for them. However, the business should find a way for them to be able to digest that. Make the foods luscious but healthy. It seems easy but the truth is it is not easy to make a healthy food nowadays.

### **3.0 VISION, MISSION AND OBJECTIVE OF HELLO CAFÉ**

#### **VISION**

To serve happiness and pleasure through delicious, quality meal and that familiar western restaurant/ café experience while moving towards the greater good for our employees, community and environment.

#### **MISSION**

- i. To captivate and nourish our customers with healthy, quality and luscious food and outstanding service at a reasonable service.
- ii. To understand our customers' satisfaction and needs and constantly improve the experience with them.
- iii. To enhance our employee's excellence, continuous development and happiness.
- iv. To create long-term relationship with our business partners.

#### **OBJECTIVE**

- i. **Customer Satisfaction and Loyalty**  
To ensure customer satisfaction and build a repeat-customer base. It also includes enticing regular customers to come back more often as well as introducing the restaurant to new customers.
- ii. **Achieving Specific Financial Goals**  
The goal is to be profitable, by outlined financial goals to be broken into weekly, monthly and annual amounts.
- iii. **Generating Restaurant Traffic**  
Intensive marketing campaigns using email and social networking pages, also incorporate takeout or delivery services to grow client base and having busier lunchtimes and dinner services.