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UNIVERSITI TEKNOLOGI MARA

University Technology Mara, Cawangan Kelantan.

**FACULTY OF BUSINESS AND MANAGEMENT
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**INDIVIDUAL ASSIGNMENT :
BUSINESS OPPORTUNITY**

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EXECUTIVE SUMMARY

To do a business opportunity for the sake of Fundamental of Entrepreneurship (ENT300) course requirement, me and classmates must do an individual task. This business opportunity required us to use a company that we choose to do the case study before. From the company which is Golden Network, I have to make an innovation for any product that I want. So that, I chooses a few products to make an innovation. From the innovation, I need to build a business model canvas for my innovation product. The business model canvas is a one page overview that lays out both what I want to do and how I go about doing it. It is enabling structured conversations around management and strategy by laying out the crucial activities and challenges involved with your initiative and how they relate to each other. The business model canvas includes nine components such as key partners, key activities, key resources, value proposition, customer relationships, distribution channel, customer segment, cost structure and revenue stream.

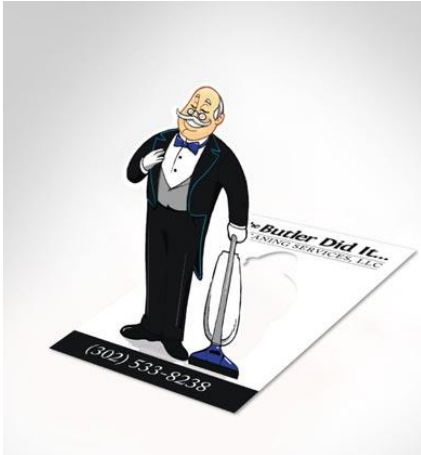
INTRODUCTION

The consequent and creation introduction of a good or service whether new or an upgraded version of previous goods or services are known as an innovation product. In other words, innovation product are refers to the development of new products. It includes the changes in design of established products or use of new materials or components in the manufacture of established product. In order to consider my product innovative, I ensure that the product is better than my competitors. So that, the differentiation can be seen from its improvement such as design, technology, use ability, and so on. In addition, the innovation of the products are also obviously because it is easy to explain to customers why the product is necessary or better than its predecessors and competitors. For me, product innovation is important because it can help me to create new spaces in a seemingly crowded market.


Since my business is based on the innovation product, there are three products that I created as the innovation products. These three products are basically comes from Golden Network company that I make some improvements. The products are includes pop up business cards or postcards, brochure with graduating pages and clear plastics business cards.

THE INNOVATION PRODUCTS

1) POP-UP BUSINESS CARDS OR POSTCARDS

Example	Description
	<p>This product will give your marketing efforts a boost with 3-D effects on their materials. In addition, the pop-up pieces turn into points of conversation in their own right. The interesting about this product is you can pop-up any object you want. For example, as you can see in the photo, there is a pop-up of a person, so that it becomes a self-standing card. Hence, our pop-up business card will show the creative technique to your own business model.</p>

2) BROCHURE WITH GRADUATING PAGES

Example	Description
	<p>The customers who want an economical way to add interest to any piece, graduating pages are the answers. Moreover, staggered reveal pages spark concern and draw the reader in. In addition, this piece integrates rich black and gray hues combined with a High Gloss Spot Coat that are suitable to the brochure's sophistication. As a result, we are able to help anyone to obtain this sleek, sophisticated look at a very reasonable cost.</p>