



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
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MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

INDIVIDUAL ASSIGNMENT:

BUSINESS OPPORTUNITY : AIM FURNITURE ENTERPRISE

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1.0 EXECUTIVE SUMMARY

This is a business opportunity report, conducted by researcher to fulfil the requirements as part of completing the course of Fundamentals of Entrepreneurship (ENT300). Generally, this business opportunities requires the researcher to pick one correspondent entrepreneur and study about her/his company and product that provided by her/his company. To complete this business opportunity report, the researcher need to collect all information about a company and product that provided by the company, so I decided to contact the owner of Aim Furniture Enterprise to do an interview session with the owner who is Encik Muhammad Aiman Bin Ramli through phone calls. Besides that, I also do some research from the Internet about Aim Furniture Enterprise to get more information about this company. From the interview session and research, I have known more details about his company. Lastly, I also able to know the real life situation where I listen the existence problem that needs to be solved by the owner when I already interviewed him through phone calls.

2.0 INTRODUCTION

Based on the business opportunity, I need to do the business opportunities about the company that I already choose in my case study. Therefore, I need to choose Aim Furniture Enterprise located at 58-H, Kedai Lama Kampong Rantau Panjang, 17200 Rantau Panjang, Kelantan to evaluate the business and try to get a lot of information by interview the owner through phone calls and research from the Internet. The location of this company can be considered as a strategic because of its facilities and business environment.

In this business opportunity, I also should choose one small and medium enterprise (SMEs) or partnership's company in Malaysia. The Company that selected must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or well known as SSM). Next, the company that selected also must have five to 10 employees and the company should have monthly profit between RM5, 000 to RM10, 000. So, Aim Furniture Enterprise fulfil all of this requirements. Aim Furniture Enterprise provides furniture selling and furniture repair services. Example of furniture that provided by Aim Furniture Enterprise are dining table, chair, cabinet and bookshelves. Besides, their company also provide repair services for various types of furniture at reasonable prices.

In addition, the company decided to make some innovation of the product they are selling. The innovation that this company wants to make is to build multi-functional furniture. This is because, many people have faced with the trouble having limited space to place many types of furniture to meet their needs. Therefore, the owners of this company decided to build a multi-purpose set of furniture that can meet limited space and able to solve the problems that faced by many people who have limited space in their home or office. With this innovation, the customers will love the product more.

Another innovation that company decided to make for their product that they are selling is to change a bit about the material they used. Now, they used the high-quality wood which is *cengal* wood to make their products. The advantage of using this type of wood is that it can prevent furniture from being eaten by termites. Besides, this types of wood also can ensure the furniture stronger and last longer. This type of wood also can produce a very fragrant smell. Indirectly, it helps the owner of this furniture to relieve stress and the owner of this furniture also no longer to buy perfume to ensure their home always smells good. With this innovation, the customers will be more interested in owning this product because it is different from products that already sold by other companies.