



اَوْنِيُوْرَسِيْتِي تِي كُوْلُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENURSHIP (ENT300)**

**BUSINESS OPPORTUNITY – (ASSIGNMENT 2)**

**NAME OF COMPANY:**

**ADIB TINTED AND ACCESSORIES**

**PREPARED BY:**

**NURUL AIN NABILA BINTI MOHD SABRI**

**2018231356**

**BA1195G**

**DIPLOMA IN BANKING**

**PREPARED FOR:**

**PUAN NUR HAZELEN BINTI MAT RUSOK**

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## EXECUTIVE SUMMARY

This assignment is for ENT300, this whole report is about business opportunity from chapter 4. In this report contain about how Adib Tinted and Accessories create a new innovation product to sell to the customers. In this report I also introduced my company, background and our products. Adib Tinted and Accessories or **A-T-A** prepared a new innovation product which is tinted multicoat and solarious tinted. I will explain about the advantages of this new innovation in Adib company.

Business model canvas for our new product also has been explained in this report. Business model canvas or BMC has nine building blocks which are customer segment , customer relationship, channel, key partners , key resources ,key activities, revenue streams , value propositions and cost structures. In this company need to decide which segments to serve and which segment to ignore. Next, value proposition is a summarize why a customer should try our products. Channel can be defined how a company communicates with and reach its customer segments to deliver its value proposition. Furthermore, customer relationship are dictating the nature of the relationships that an organization will develop with its various customer segments. The most important is revenue stream. It is told about how the company will make money. In business model canvas block also contain about key activities, key partner, cost structure and the last one is key resources.

## **INTRODUCTION**

### **Company name**

Adib's company was name is Adib Tinted and Accessories. Adib Tinted and Accessories or known as **A-T-A** started a business life in Bachok, Kelantan. **A-T-A** is specialized to make its looked stylish.

### **Brand name**

The name given for Adib's new business is tinted multicoat and tinted solarious.

### **Business location/address**

Adib started his business at Kedai No.4, Pertubuhan Peladang Kawasan Bachok Beris Kubor Besar 16300 Bachok Kelantan. Adib Tinted and Accessories also can be found at Kota Bharu. He already open his business at Kota Bharu and he decided to open his business in Kuala Lumpur too.

### **Owner background**

The Adib Tinted and Accessories was created in 2018 by Muhammad Adib Haiqal Bin Ab Rahim. The founder was born on 20 August 2001. He is a Malaysian young entrepreneur business and the founder of Adib Tinted and Accessories. The entrepreneur study until SPM because he more preferred to work than further study. It is because he had learn more about business skills and sometimes he also helped his father to handle the business. Actually, he got the experiences in working and business during since he was 15 years old as her father is a businessman. Every weekend, he will be following her father for work. From his experienced he decided to open his own business.

### **Business core activities**

Adib Tinted and Accessories focusing with the business of tinted. For example cars, window of building and house and cars seat pads. The company used high quality materials. It shows when they booked the tinted from Japan while cars seat pads from Top Glove Factory. What the most important is Adib tinted Accessories do their services from house to house. So it is easy to the people who do not have the transportation. For those who want to have their services can visit our website at <http://www.adibtinted.my>

### **Business product offer**

Adib Tinted and Accessories is the first company who have a new innovation product with tinted which is tinted multi-coat and tinted solarious. Adib create a tinted multicoat because multicoat anti-reflection is something that improves cosmesis, visual function, and optical efficiency clearly. The decreasing in internal reflections that cause nasty looking 'power rings' is important, aside from reducing distracting and unpleasant reflections from the surface.

Beside, the advantages of tinted multicoat is, give vitamin for skins and it suitable for our health. Then, it also can avoid our skin from dehydrated. dehydrated skin can be a nuisance, it's relatively easy to treat with the right lifestyle changes. The example of hydrated skin are scaly skin, white flakes, redness and irritation. The most important of multicoat is the driver do not need to wear the sunglasses because the sunlight cannot penetrate the car windshield.

Next, other than multicoat our company also provided solarious tinted. The benefits of solarious tinted is can absorb the energy of sun especially on hot days. So, it will save the battery of our car and save our energy of electric.