



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan
Kampus Machang

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY:

ACI JAYA ENTERPRISE

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SUBMISSION DATE:

21 DECEMBER 2020

TABLE OF CONTENTS

NO.	CONTENTS	PAGE
1.0	Executive Summary	1
2.0	Introduction 2.1 Vision, Mission and Objective 2.2 Types of Innovation 2.3 Identification of Business Opportunity 2.4 Recognize Customer Needs and Wants	2 - 8
3.0	Recognize Problems and Solutions	9
4.0	Business Model Canvas 4.1 Customer 4.2 Value Proposition 4.3 Channel 4.4 Customer Relationship 4.5 Revenue Streams 4.6 Key Activities 4.7 Key Resources 4.8 Key Partners 4.9 Cost Structure	10 - 17
5.0	Reasons I choose this company	18
6.0	Conclusion	19
7.0	Appendices Figure 1 Figure 2	20 - 21

1.0 EXECUTIVE SUMMARY



Aci Jaya Enterprise company's logo

Based on Fundamental of Entrepreneurship (ENT300) course requirement, I need to make a business opportunity on a company. Business opportunity are about how we related the case study and business and then apply it on our business plan to be a successful entrepreneur and how we identify any course of production of beginning until end. It also teaches us the strategic plan to recognize any problems with the business. The company that I choose for this business opportunity is Aci Jaya Enterprise which is located at Tanah Merah, Kelantan. Aci Jaya Enterprise is the business that provides a products and services related to sewing. The owner, Puan Aminah binti Che Ibrahim, has started the business in 2003. The main reason why she started the business is because she finds out opportunity in making her own local brand hijabs or scarfs. Main activity for this business is sewing training that they provided to all the people who were interested in sewing. At first, the company only has the sewing training centre, but Puan Aminah has open an outlet that provides products related to sewing such as needle, laces, clothes and many more. The customer can come and pick what the things that they need. In conclusion, based on this business opportunity, I have known on how to relate and identify every step to move forward and reduce the problems that happen into this company.

2.0 INTRODUCTION

Opportunity is defined as a situation that enables an entrepreneur to offer marketable products or services to interested buyers or end users. A business opportunity, in the simplest terms, is a packaged business investment that allows the buyer to begin a business. Technically, all franchises are business opportunities, but not all business opportunities are franchises. Unlike a franchise, the business opportunity seller typically exercises no control over the buyer's business operations. In fact, in most business opportunity programs, there's no continuing relationship between the seller and the buyer after the sale is made. A business opportunity involves the sale or lease of any product, service, and equipment that will enable the purchaser-licensee to begin a business.

For this business opportunity, the company that I choose is Aci Jaya Enterprise which located at Tanah Merah, Kelantan. The owner of the company is Puan Aminah binti Che Ibrahim. In this business opportunity, I will discuss more about the company vision, mission and objectives. Besides that, I also will explain about the types of innovation, business opportunity and customer needs and wants for this company. Aci Jaya Enterprise main activities are sewing training services and supply the raw materials of sewing equipment. Other than that, I also will explain about the customer and business problem of the company and give the solution for each problem. There are nine points in Business Model Canvas that I will discuss in this business opportunity. It is customer, key activities, key resources, revenue stream, cost structure, key partners, customer relationship, value proposition and lastly is channel.

Opportunity occurs whenever there is a need and wants to fulfill. The term needs refer to basic needs that the consumer must have in order to live while the term wants refers to a personal desire for something that is more than a basic need. Problems also can be recognized by observing the challenges that people encounter in their daily lives. Solution to the problem represented a business opportunity. From this business opportunity, we could recognize on what the company should do to improve their business. The company will always trying to improve their business to fulfill the customer satisfaction.

2.1 VISION, MISSION AND OBJECTIVE OF THE COMPANY

NO.	CONTENTS	ACI JAYA ENTERPRISE
1.	Vision	To become one stop sewing training centre and company of choice that offering a modern lifestyle by providing the customers a variety of products for sewing and a convenient place to the customer, so that they will comfortably sewing. We are also very ready to give comprehensive and individually focused learning that prepares students of all ages for sewing tutorial and also life success, based on their needs and goals.
2.	Mission	<ol style="list-style-type: none">1. To deliver a quality sewing tutorial to each and every student to ensure their success.2. To assist the students to become the great tailor in the world that could design any pattern.3. To produce students with a good quality.4. To become the best company and sewing training centre that provides a variety of product and produces their own products.5. To serve happiness to the customer through quality products that we provides.
3.	Objective	To produce high quality of students in terms of tailor knowledge while being the only sewing training centre that produce only the best and affordable price that all can afford.