



اُنِيُوْرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS OPPORTUNITY REPORT

Group: D1BA1195H

Prepared by:

NOR AIN SYAMIRA BINTI CHE NOOR SHAN

Matrix's number:

2018633294

Prepared for:

MADAM NUR HAZELEN MAT RUSOK

Submission date:

23TH DECEMBER 2020



**FACULTY OF BUSINESS AND MANAGEMENT
ASSIGNMENT/ PROJECT DECLARATION FORM**

Student's Name : NOR AIN SYAMIRA BINTI CHE NOOR SHAN

Student's ID : 2018633294 Student's I/C No. : 001103-03-1024

Program Code : BA119 Part : 5 Course Code : ENT300

Course Name : FUNDAMENTALS OF ENTREPRENEURSHIP

Assignment/ Project No. : 2 Due Date : 23/12/2020 Submission Date : 23/12/2020

Assignment/ Project Title : BUSINESS OPPORTUNITY REPORT

Lecturer's Name : MADAM NUR HAZELEN MAT RUSOK

I hereby declare that the work in this assignment/ project was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This assignment/ project has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I acknowledge that I have been supplied with the Academic Rules and Regulations for Universiti Teknologi MARA's Bachelor Degree students, regulating the conduct of my study and exams.

I hereby declare that this assignment/ project is written by me and:

- i. is a result of my own work;
- ii. has not been used for another assessment at another department/ university/ university college in Malaysia or another country;
- iii. does not refer to/quote works of others or own previous writings without stating it both in the text and in the reference list;
- iv. mentions explicitly all sources of information in the reference list; and
- v. will go through similarity check (Turnitin).

I am aware that disciplinary action (which may include the deduction of marks in the assignment/ project) **will be taken against me if I am found to be an offender.**

23/12/2020

Date

ainsyamira

Student's Signature

TABLE OF CONTENT

NO	CONTENT	PAGE
1.0	Executive Summary	4
2.0	Introduction	5
3.0	Vision, Mission, Objectives	6
4.0	Identification of Business Opportunity	
	4.1 Recognize Problems and Solutions	7 – 8
	4.2 Recognize Customer Needs and Wants	9
	4.3 Observe Changes in the Environment	10 – 11
5.0	Evaluation of Business Opportunity	
	5.1 SWOT Analysis	12
6.0	Business Model Canvas	13 – 17
7.0	Conclusion	18
	References	19
	Appendices	20 – 21

1.0 EXECUTIVE SUMMARY

Business opportunity is about how we connect the case study and company and add it to our business strategy to be a successful entrepreneur and how we define any beginning to end development path. It also teaches us the business strategy for this organization to be remembered.

Based on our business in the case study, K'La Pusat Kecantikan Rambut is located at PTB 78, Tingkat 1, Depan Stesen Bas Machang, 18500 Machang, Kelantan owned by Fazilawati binti Abdullah. She started the business on March 1998. Mrs. Fazilawati work as barber right after she finished her studies. The main reason she started up this business because first and foremost, she has an interest in beauty and she want to be successful housewife. Main activity for this business is haircut and trimming especially for women. Other than that, she also provides other services in her business. The price also affordable as people can have her services. Moreover, K'La Pusat Kecantikan Rambut is easy to access as the shop is located in the town of Machang so her customer can stop easily to gets her services. Her business is open at 11.00 am until 6.00 pm. Customer's hair nourishment and personality is their top priority. K'La Pusat Kecantikan Rambut is focus on hairstylying and hair treatment especially for women.

In conclusion, we know how to relate and define every phase on the basis of this market opportunity to move forward and minimize the problems that arise in the organization with its own intensity and distinct strategic way.

2.0 INTRODUCTION

According to the K'La Pusat Kecantikan Rambut case study, the company focuses more on hair cutting and hair care, especially for women. The company is not only focuses on hair care, but also on other services, such as body waxing and massage facilities.

We need to develop a creative product or services in the market opportunity to ensure that the business operates well without having trouble. In that company, we have come up with an idea to make people out there embrace our potential business. The idea is to upgrade the services available, such as body waxing services into maternal care service in abstinence.

As we all know, not all people especially women will get their hair to cut frequently, so in order to make sure our business is still on run even no customers want to stylish their hair, we should upgrade our services to be better. And also, not all women are taking care their body after giving birth, they also ignore about how important confinement process towards them. In that case, we come out with the idea to provide maternal care services for new mothers to help them with their confinement.

The purpose of this business opportunity is to make sure that all women can live in healthy condition especially women after giving birth. Through the business opportunity, entrepreneur will be able to develop their abilities in problem solving and decision- making in making their business are running smoothly.