



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 300**

**(FUNDAMENTAL OF ENTREPRENEUR)**

**BUSINESS OPPURTUNITY**

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## **1.0 EXECUTIVE SUMMARY**

The rise of the Internet in the last decade has brought about a new form of business that has revolutionized the way in which the companies of today operate. There are many possible explanations for the rise of this form of business in society, and all of these explanations are debatable. The rise of digital information and information technology has created a powerful tool that mutually enables consumers and companies to bring about the transformation of traditional capitalism. Some of the technology that people all around the world have is smartphone and accessories.

The overview of this report is that I am proposing the business that I choose which is Super Gadget Enterprise through the process that showed in Business Model Canvas. SUPER GADGET is a Malaysia-based company that offering electronic devices accessories . SUPER GADGET makes and invests in casing, bags, earphones, shoes, fitness bands, and many other products services. This business is running as a Enterprise that is owned and operated by Mr Lei Jun.

Based on the information, the key point is I am highlighting the Super Gadget product and service. This business offered a phone casing that include a cooler inside it. This product is suitable for mobile gadget heavy user and can avoid gadget from overheat.

## 2.0 INTRODUCTION

The reason I am doing this report is because It is in my ENT300 syllabus, I am required to write a Business Opportunity based on my study of the company enterprise called Super Gadget. Since this report is a practical learning, students tend to understand more because students need to interview the owner of a business or service provider. The task can access application on theories and concepts learned in class to real life situation. So that what they have learned is applied and related to our daily live. Though this task communication and soft skills are improved. This is because student have to brainstorm and generate the question that need to be ask before interviewing the owner of the company.

The purpose of this report done is to examine in detail about a business for me to able to oversee one viably and effectively within the future. . SUPER GADGET is a Malaysia-based company that offering electronic devices accessories.SUPER GADGET name was create by the owner because the owner was a big fan of childhood superheroes *SUPERMAN*. The owner take idea of the superhero name and combine with gadget according to his company that sell phone accessories and gadget. SUPER GADGET makes and invests in casing, bags, earphones, shoes, fitness bands, and many other products services.

SUPER GADGET was founded in 2010 by Mr Lei Jun, launching its first shop later that year and releasing its first branch in 2011. In just a few years Super Gadget had grown and launch their others branch. However, sales plummeted in march 2020 due to pandemic, and the shop fell in the rankings. Many in the fast-moving tech world assumed that Super Gadget would collapse entirely. Against all odds, the company surged beginning in august 2020, while sales figures and revenue have risen since that time.

During this pandemic situation, most people have to operate their work at home or online including student. So they more often using a electronic gadget to keep continue interact with other people. This will make the gadget high temperature and also become overheat. So a prouduct call '*cool/ case*' is suitable for heavy mobile phone user especially for student because it not only protect their mobile phone, it can be use to decrease the heat of the phone.

### 3.0 BUSINESS MODEL CANVAS

<p style="text-align: center;"><b><u>CUSTOMER</u></b></p> <ul style="list-style-type: none"> <li>*Women and Men</li> <li>*Student</li> <li>*Mobile phone user</li> </ul>	<p style="text-align: center;"><b><u>VALUE PROPOSITION</u></b></p> <ul style="list-style-type: none"> <li>*Price</li> <li>*Product</li> <li>*Performance</li> </ul>
<p style="text-align: center;"><b><u>CHANNEL</u></b></p> <ul style="list-style-type: none"> <li>*Physical interact channel</li> <li>*Facebook Page</li> <li>*Shopee</li> </ul>	<p style="text-align: center;"><b><u>CUSTOMER RELATIONSHIP</u></b></p> <ul style="list-style-type: none"> <li>*Personal assistance</li> <li>*Communication</li> <li>*Self service</li> </ul>
<p style="text-align: center;"><b><u>REVENUE STREAM</u></b></p> <ul style="list-style-type: none"> <li>*Price of the product</li> <li>*Service fee</li> </ul>	<p style="text-align: center;"><b><u>KEY ACTIVITIES</u></b></p> <ul style="list-style-type: none"> <li>*Production</li> <li>*Marketing</li> <li>*Sales and customer service</li> <li>*Problem solving</li> </ul>
<p style="text-align: center;"><b><u>KEY RESOURCE</u></b></p> <ul style="list-style-type: none"> <li>*Supplier</li> <li>*Physical resource</li> <li>*Financial resource</li> <li>*Technological resource</li> </ul>	<p style="text-align: center;"><b><u>KEY PARTNER</u></b></p> <ul style="list-style-type: none"> <li>*Strategic alliance between non competitors</li> <li>*Competition</li> <li>*Buyer-supplier relationship</li> </ul>
<p style="text-align: center;"><b><u>COST STRUCTURE</u></b></p> <ul style="list-style-type: none"> <li>*Company expenditure</li> </ul>	