



UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS OPPORTUNITY**

THE FAIRY BAKERY

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Samarahan**

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1.0 Executive Summary

This report examines that The Fairy Bakery industry in which it is focus on producing a good cakes and pastries with an affordable prices. Therefore, we have several pros and cons where we have found out before we plan to proceed in order to open our bakery. We are so glad that we have this opportunity to open up our own bakery in which we name our bakery as Fairy Bakery.

Besides that, our main focus in this business is our customer in which we want to give satisfaction to the customers such as students, local people, lecturers and more. We all know that everyone loves to eat cakes or any other pastries in which we have come up with a brilliant idea to open a bakery. The customers will definitely come to our bakery as we produce different kind of cakes and pastries where they can have many choices to choose their favourite cakes. Hence, we will promote our bakery in social media and tell our friends about our new open-bakery so that we can attract people to buy our cakes or pastries. This will lead to the increasing of our incomes as we sell a high quality of pastries in which it is made fresh from oven.

Apart from that, we have planned to hire a potential baker or experience staff to work in our bakery. This will makes things easier as it will increase our productivity and we can save our budget so that we will not necessary have to send our workers for training. Besides, experience staff will produce a better quality of cakes as they have the ability in baking a lot of cakes or pastries before in order to fulfil our customer's needs and wants.

Other than that, we have decided to pursue loans from Islamic Bank as our financial resources to make us easy to provide the ingredients, equipment in the shop, rental and much other stuff in which it needs a lot of money where we have to make a loans first. Although we have to go through a several procedure in order to open our bakery, therefore we will ensure that our bakery will be the top bakery in Kota Samarahan.

We have identified problems and threats in our business that we have included in this report. Furthermore, it is very important to make this report so that we can analyse everything before we open our new bakery in order to become more productive and ensure that we can settle the problem before it arise.

2.0. STEP 1: IDENTIFYING THE NEEDS AND WANTS OF THE CUSTOMER

We want to open the bakery businesses. We want to provide the quality pastries and cakes to the people around Kota Samarahan. Besides that, we will provide the type of the pastries and any kind of bread that freshly bake for the. It can fulfil their needs as it can become the sources of food.

Apart from that, we want to fulfil the wants of the customer which is we will provide various cakes that are affordable and delicious. We will ensure that the cakes are following the taste that customer want to make sure them satisfied.

There are only a few bakeries in Kota Samarahan. Therefore, we want to enter the market. To make sure that the needs and wants of people will be fulfil.

3. STEP 2: SCANNING THE ENVIRONMENT AND EVALUATION OF SELF AND THE COMMUNITY

3.1 ENVIRONMENT

Environment is part of business study. Environment is the sum total of all external and internal factors that influence a business. The external factor and internal factor can influence each other and work together to affect a business.

POPULATION STRUCTURE

Population is the total of people that lives in certain area. For example in Kota Samarahan area 87923 people that lives in Kota Samarahan in 2010. This is important to know the statistics to manage our own business. This will ensure on how many people that would buy our product and services.

INCOME AND TASTE

The income and taste are different among people. Some people like chocolate, some people like cakes but not pastries and some people prefer costume made cake. While, income is more influence the customer to buy their need and want. Since nowadays most of the people having a stable income, this would make our business will growth up year by year. It is because most of the people are lazy to bake a cake. For them, the stages to make a cake would take a lot of time. It is to make it enough cook. They will buy the cake especially during their love one birthday. The more income of the customer the high quality of cake they will buy.

MEDIA AND INTERNET

Next, media and internet is not a problem for our company. It was the advance to us to promote our company. Since people nowadays are really familiar with Facebook, twitter, Instagram, it will become easy for our business to promote our product. Our company will be viral immediately with social media. First of all we will promote our product with the one that is really close to us that is our family, relatives and friend. From that people our company will growth one year to another year.

The internet coverage in Kota Samarahan is big and nowadays, almost all people use media social.

SOCIAL PROBLEMS

As we open our company our own company, we can reduce unemployed toward the citizen especially the citizen at Kota Samarahan areas. We will recruit new staff that will help to run our company. Apart from that, we can reduce the number of social problems among the teenagers as they have good sources of income. If there are no employees it will be difficult to us because this business need worker. We will recruit staffs that have experience and inexperience. For the experience staff and inexperience staff we will pay with different type of salary.

NEW GOVERNMENT

Since GST had been abolished by the new government, they come out with the new tax which is SST (Sale Service and Tax). Services tax government impose 6% and sale of good is 10%. Currently, there are no new policies that been create by the government.

RULING

In order to establish our bakery, there are certain procedures that we need to fulfil. Our bakery needs to register our business with the city and country where is the business will operate. Firstly, we need to register our bakery to the Companies Commission of Malaysia (SSM) by completing the form "BORANG PNA 42" to register for a company Trade Name and the "BORANG A" to register their business. Besides that, the company registration can be done through online via EZBIZ online services at EZBIZ.SSM.COM.MY. For the first-timers such ad our bakery business, we need to visit the SSM counter for the registration. The purpose behind this is the business will become a legally registered entity. It will also boost customer