



اُونِيُوَرَسِيْتِي تِي كُونُوِي كِي مَارَا
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MARA

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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

NAME OF COMPANY : SCISSOR SISTERS TAILOR

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INTRODUCTION

There are three ideas for our business that we are going to discuss on. First of all, we have decided to make a tailoring shop which involves fashion industry. In this industry, we would like to come with sewing services for student who need to sew their torn clothes and torn trousers. Our second choice is gym for ladies. This gym has their speciality which is only ladies can go there. It is because many ladies and girls out there shy to join this kind of activity. Then, our last choice is to start a facial treatment shop. This is the kind of business students and people need when they have leisure or relax time which is to release their stress by getting this treatment. In this industry we only need organic ingredients so it will be cheaper in price.

Out of those three ideas, we have decided to open up tailoring shop for our business. This is because fashion industry is more useful than the other business ideas. It does not need much modal for the sewing materials. It also using a creativity from a people how to design the clothes.

EXECUTIVE SUMMARY

This business is based on our discussion where we choose to open tailor shop instead of two other business that is facial treatment and gym. The business capital is around Rm120,000 to Rm200,000. It is included our shop lot, decoration, material, machine and equipment.

Our tailor shop is a company that focuses on sewing clothes in Kota Samarahan area. Clothes have many types which represent festive season or any occasion. Our tailoring shop provides different style of the clothes and will follow the trend of the fashion. This means that it has many choices on which style the clothes will be sew. It is based on customers taste. After the customer happy with the design we will proceed to the next production until it become a finish good.

We highly confident that our tailor shop will easily developed because only have a few shop in Kota Samarahan. To make our products more interesting, we will put the finish good in a beautiful packaging. It is because customers nowadays attract on the beautiful packaging. We also make the packaging friendly by using paper bag. Our customers do not have to worry about their clothes in there because it has been well kept.

The loan given from the bank as support for our business, we are hoping and wishing to make our shop able to achieve our goals. If this business is already stable, we also have a plan to make another shop at the other places which is Kuching. So customers at Kuching do not have to go to Kota Samarahan anymore.

IDENTIFICATION, EVALUATION AND SELECTING A BUSINESS OPPORTUNITY

IDENTIFYING THE NEEDS AND WANTS OF CUSTOMERS

There are several business opportunities that we can see in Kota Samarahan. Some of the industries involved are food, stationery, fashion, gym and laundry services.

For fashion industries, we wanted to open up tailoring shop because it has the potential to attract the target market in this area which is mostly students. At the festive season or any occasion they will need tailor shop to prepare their suits or clothes. Students can also sew the torn part of their clothes or trousers. Mostly, boy student always searching for this services because they cannot sew the torn part of the trousers or clothes.

As for the gym business, it is for students who want to have a healthy lifestyle. This type of business can improve their health level. It is also can balance their diet. This gym is only for ladies, so they will comfortable doing their exercise. This gym also provides a healthy food for the customers and isotonic drink. It is provided when they have a member card.

Last but not least, facial treatment shop also can be seen as one of the opportunity because student has to release their stress. In the same situation they also want to keep their skins healthy. So in the leisure time, they will spend their time by doing this treatment. Because of the pack schedule they even not keep their skin well.