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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT30)

BUSINESS OPPORTUNITY

NAME OF COMPANY

PARADISE KIDDIE KINDERGARTEN

TYPE OF BUSINESS

KINDERGARTEN SERVICES IN THE PLAYGROUND

PREPARED BY

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EXECUTIVE SUMMARY

Our Paradise Kiddie Kindergarten is an indoor playground for kids. It is located at The Spring in Kuching, Sarawak. It is different from any playground. This is because, besides just being a playground, we also provide service such as school playground for kids which means kids can have modern teaching based technologies that provide . Since parents nowadays often busy with their work at the office. They can send their kids at Paradise Kiddie Kindergarten and this is the answer to an increasing demand.

Our Paradise Kiddie Kindergarten also focuses towards the group of parents who are busy and who those not always at home on weekend and weekdays. Besides that, we also expects to attract the kids with the playground equipment such as crawl tubes & bridges, swing sets, slides, pixel climbers, infant toddler and many more. Our equipment in Paradise Kiddie Kindergarten s creating for fun and safe space for the kids.

Every member in our company is actively involved to work this business out. The organization of Paradise Kiddie Kindergarten consist of General Manager Muhammad Fitri Bin Khamizan, Administrative Manager Nur Imannina Bt Ibrahim, Financial Manager Nur Azzah Syahirah Bt Abdul Rahman, Marketing Manager is Zaidatul Amira Bt Burhaniza and lastly Nur Ain Atirah as our Operational Manager.

The visions of the business are the most efficient, trusted, preferred and multi-purpose in the school playground in Sarawak by 2018. Besides, our vision is to deliver an excellent quality service with good equipment in a comfortable environment for a highly reliable and consistently satisfying customer experience.

The mission of the business is to become one of the best school playground in Sarawak that provides not just playground but also provide school playground for kids. School playground are important to kids for their fun and relaxation as well as for the kids health and well-being. It is also important role in their daily life for fulfilling their development and learning needs.

STEP 1: IDENTIFYING THE NEEDS AND WANTS OF CUSTOMERS

Every business opportunity sets about the existence of various customers' needs and wants for particular product service. It involves the sale or lease of any product, service, and equipment and others will enable the purchase-licensee to begin a business. A need is something that is basic in life, while wants refers to the craving for something that is far better than basic items.

First of all, needs here means a thing that is wanted or required. In the nursery service inside playground, the customer needs is the comfortable environment. Comfortable environment here give mean the happy and safety surrounding for the customer to send their child. With the comfortable environment, customer will not worry about their child and they can do their own routine every day. This is why we provide comfortable environment to satisfy the customers. Besides, the customer can assure their child is been taken care while shopping because our business is located in shopping mall. Customers can shop freely without worry about their child because children are mostly hyperactive and sometimes uncontrollable. Apart from that, we ensure the cleanliness of the playground at the best. This is to avoid germ infection to children and as the one of prevention from the viruses to spread among children. For the safety, the playground is installed with large spider net to avoid children from falling on certain heights because our playground is 3 storey type of playground. On top of that, on floor we installed a rubber surface to absorb shock when the children fall from the playground rather than fall on hard surface like concrete. We really care about safety and health at our playground.

Apart from that, customer also wants something new on the nursery service inside playground. For example, a loyalty programme for regular customer and seasonal discount for new and old customers. With this approach, customer will feel that they were appreciated as a regular customer and get free member card as part of loyalty programme. This programme will let the customer collect the points when they send their children to the nursery and will receive a special gift when they has collected many points. As the seasonal discount is where the customer will get discount when there are special occasion or festival happen nearby. With this strategy, customer will use the opportunity to send their child because there is discount. Besides, we will provide packages that include food for the

children to eat. Thus, customer will not have to worry their child been sent there full day without food because the nursery provide food for them.

All of these need and wants is very important for us to start a new business. That is why we must know what is people demand and want to ensure that our business receive a good feedback from customer and will not feel regret by using our products and services

STEP 2: EVALUATION OF BUSINESS OPPORTUNITY

ENVIRONMENT

Environmental scanning could lead to an idea that can be transform into a business opportunity.

1. POPULATION STRUCTURE

Locating in the middle of the city in Kuching, Sarawak, that is estimated with population over 570,407 citizens will be the business operates. This number is also to be expected to increase overtime as Kuching is the capital city of Sarawak. In this area is also full with government and non-government offices. Hence, we can conclude or expect our kindergarten will attract the workers and staffs. This is where we could build a business opportunity. The demand for a kindergarten to operate in the middle of the city will be high as the population in that area are high. Especially for parents that often busy with the overload work.

2. INCOME AND TASTE

We have single out that the household income in Sarawak has amount up from RM3778 to RM4163 between the year 2014 until 2016, based on the information shared by The Department of Statistic Malaysia has conducted Household Income and Basic Amenities Survey (HIS&BA). We have discuss and conclude that we should come up with affordable fees according to our safety guidelines and the services that we provide. This is also to attract parents that earnings are below RM3k, for example, we provide meals for the children. The