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UNIVERSITI
TEKNOLOGI
MARA

FACULTY COMPUTER SCIENCE AND MATHEMATICS

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300 INDIVIDUAL ASSIGNMENT

BUSINESS OPPORTUNITY

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EXECUTIVE SUMMARY

In this time of globalization, it is evident that commerce play a vital part within the financial advancement of the country and for the upliftment of living standard of the individuals. Without commerce, nations' economies would be much littler and weaker than they are. In this manner, there are a few of commerce being proposed and carried out among our society in arrange to keep the development of economy.

Thus, for this report, I have proposed a pastry kitchen commerce which known as The Caramel Pastry shop. The reason why it named as The Caramel Pastry shop is since it is catchy, brief, present day, favor, and paramount pastry shop names too it is simpler for our client to keep in mind it. Other than that, our pastry kitchen too utilize caramel as one of our primary fixing to deliver a few of cakes and sweets. In spite of the fact that, there are a few individuals who are incapable to visit our pastry kitchen since of certain issues. To unravel the issue, we have come up an thought to do conveyance benefit for individuals who have a issues to come at our pastry kitchen.

Besides, our pastry kitchen is found at Jalan Alor, Bukit Bintang, 50200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. Fundamentally, our pastry shop found at an awfully key put which is close of Road Craftsmanship and celebrated Malaysian road nourishment. Besides, our pastry kitchen shop offers as it were a great quality nourishment administrations, we exceedingly emphasize on its creativity and input from our client truly makes a difference us to improve from time to time to realize fulfillment among our client after their visits. Our pastry shop create a cakes and pastries at an reasonable cost such as burnt sugar cake, caramel cinnamon, caramel apple cake and salted caramel bread pudding. We moreover give a straightforward refreshments such as a few flavor of tea and ice mixed. After that, our pastry shop give a wonderful view from the exterior and well enhanced with tasteful combined with nature topic. We are exceptionally concerned almost our clients, we offer the most excellent quality of our items for our clients so that they can spend their relaxation time attempting our items with their adored ones.

PROJECT DESCRIPTION

Each choice of commerce opportunity that we made must have a critical reason. The primary reason why I select this trade opportunity which is "The Caramel Bakery" since heating is my energy. Really, my mother instructed me the essentials of heating from a youthful age. She instructed me everything from the significance of accurately measuring fixings through the leading strategy for leveling cakes to the creation of the culminate cakes. My mother and I more often than not bake cakes or biscuits for our family gathering. Moreover, I cherishes to undertake modern formulas moreover attempt different procedures that are absolutely unused to me and testing with diverse flavor combinations. The reason why I need to do this trade since I need individuals to drop in adore with cake, sweet, chocolate, cake or each other dessert and need to put a tremendous grin on people's faces as they taste any cakes or dessert that I produces.

Other than that, the reason I select this commerce is since I think preparing gives a shinning future for myself and long-term of this trade. Usually since, my family empower and giving me bolster to begin my trade with what I am fascinated by which is preparing. In my conclusion, having a steady family is exceptionally vital for anybody who needs to begin a trade. Moreover, with the preparing aptitude that I have presently, I think I can produces assortment of cakes or dessert that I am master in doing it. Following, I will continuously make beyond any doubt that my cakes or pastries meet a fulfillment of my clients moreover I will move forward my heating ability from time to time. In this way, this commerce will develop within the future too deliver a benefits to me and my family.

Finally, the reason I select this commerce since I have encounter in offering or doing a little trade when I was in tall school. Fundamentally, my mother and I made a treats for fun and we not completely think to create it as a commerce. After that, my mother come up with her idea which is she needed to form a little commerce. All of the encounter that we make it through from the begin of our commerce until today truly motivating me to be a fruitful business visionary within the future. In truth, with this involvement I can construct my possess commerce without fear or feeling down when I confronting any challenges all through this commerce.

BUSINESS MODEL CANVAS (BMC)

Sinar Saujana Hiasan Lampu Undertaking was a retail store which offers more items such as fan, light and electrical apparatuses. All of the things were acquired by the distributor at Selangor, Malacca and Pulau Pinang. It too utilized two sorts of trade demonstrate which are “Low-Touch” show, “Brick and Mortar” show and Sole Proprietorship for the possession of company.

“Low- Touch” demonstrate could be a commerce demonstrate which was requires negligible association or help from representative in offering item or administrations. The clients are buying the item or service and don't put much esteem within the individual selling to the commerce. An advantage of this show was it'll be a lower fetched for a trade to procure clients as contracting and keeping up a deals group can be costly.

“Brick and Mortar” show could be a conventional street-side business that bargains with its clients face-to-face within the store that the businesses claims or rents. The nearby basic need and the corner banks are the cases of brick and mortar companies. Brick and mortar businesses can discover it troublesome to compete with web-based businesses like Amazon.com, Joining since the last mentioned as a rule have lower working fetched and more noteworthy adaptability. Brick and mortar businesses have a few unmistakable focal points over their online partners. Numerous buyers still incline toward with individuals straightforwardly as they accept address almost the item or administrations can be managed with in a more comprehensive a quick way at a face-to-face level. Brick and mortar businesses permit buyers to hold, attempt and touch things some time recently they purchase. Buyer related authenticity with a bricks and mortar trade as a physical nearness frequently gives a recognition of believe. Brick and mortar businesses give buyers with moment delight when a buy is made. As a result, shoppers ordinarily spend more time than they expected to at brick and mortar stores. In any case, there are a few key impediments to working a conventional brick and mortar businesses. A physical nearness requires the required for representatives to conduct exchanges, leasing or facilitating costs and utility charges such as power and water.

Sole proprietorship may be a trade that legitimately has no isolated presence from its proprietor, wage and misfortunes are burdened on the person individual income tax return. The sole proprietorship is the best business form beneath which one can work a trade. The sole proprietorship isn't a legitimate substance. It essentially alludes to an individual who claims the trade and is by and by dependable for its obligations. A sole proprietorship can work beneath an imaginary title, such as Naim's Bicycle Carport. It may be a simple exchange title where it does not make a legitimate substance isolated from the sole proprietor proprietor. The sole proprietorship could be a prevalent trade form due to its effortlessness, ease of setup and ostensible fetched. A sole proprietor require as it were enlist his or her title and secure nearby permit, and the sole proprietor is prepared for commerce. A particular impediment is that the proprietor of a sole proprietorship remains actually at risk for all the commerce obligations. So on the off chance that a sole proprietor trade runs into monetary inconvenience, banks can bring claims against the commerce obligations with his or her cash.