



اُنَبُوْزِ سَيِّقِيْ تِيْكَوْلُوْجِيْ مَآرَا
UNIVERSITI
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MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

CAFE FOR STUDENTS

PREPARED BY

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EXECUTIVE SUMMARY

There are a lot of opportunities that have been set up by the government of the Malaysia to urge Malaysians to get themselves involve in the entrepreneurship or businesses. Since entrepreneurship is one of the main key of an advanced Malaysia in wealth, technology and innovation.

So, as we did some research in our area there is a great chance for us to invent a business that giving benefits for students since Kota Samarahan is a place where there are so many public and government universities such as IPG, UniMAS and UiTM. The business opportunity that we decided to choose is opening a cafe for students named 'Busy.co'. This type of business suits with the life of students that rarely have their own time to entertain themselves. A cafe that is not only serves drinks, beverages, and sweets but also a tiny, cute library, a special space for those who love peace and quiet place. We have known that this type of cafe is not a common here so it is a good opportunity for us to take a step further in business by creating a place for students that need a territory for themselves after classes to take a rest and chill up, read some books and enjoy our drinks.

To be more specific, we chose besides 7eleven in Desa Ilmu. Our main point here is we are not just attracting UiTM students, we also drawing some UniMAS' students to get the most momentum since the buses from both universities are always cross there. The theme of our cafe is aesthetic arts by local artists and something cool like grey to illuminate more space, and create calm and relaxing sensations.

At Busy.co, our missions are to consistently maintain the quality of our foods and beverages. We are also promoting entrepreneurship to young teens and advertising the products from Malaysian itself; since we are presenting the books of the local from local artists like Fynn Jamal and etc. Next is, by doing this we are also be able to help some of our friends to get themselves a job that can at least help them to sustain university life. The customers' expectation is a guarantee from our staffs with experienced business advisor which one of us is actually grew up from a business family. Clearly, our vision is to make sure the Busy.co is not just a 'journeyman' that only lasts for months in Desa Ilmu.

INTRODUCTION

Definition of opportunity.

Opportunity can be defined as a situation that enables an entrepreneur to offer marketable products or services to interested buyers or end users.

Opportunity identification.

Opportunity identification is a process which involved the search for and also discovery of business opportunities.

Search business opportunity on the industry.

As we did some research in our area, we have found that there is a great chance for us to invent a business that giving benefits for students since Kota Samarahan is a place where there are so many public and government universities such as IPG, UniMAS and UiTM nearby. Therefore, the business opportunity that we decided to choose is opening a cafe for students which they can study, work on their assignments and having some great times with their friends. We believed that this type of business will be a hit among students and have potential to succeed. Furthermore, there are less competitors in this particular kind of business in this area.

Vision and mission of the business idea.

1. Consistently maintain the quality of our foods and beverages.
2. Promotes entrepreneurship to young teens and advertising the local products in Malaysia.
3. Helping some of our friends to get themselves a job that can at least help them to sustain university life.
4. To make sure that this cafe achieve success and well known among locals especially students.

STEP 1: IDENTIFYING THE NEEDS AND WANTS OF THE CUSTOMERS

“Customers are always right.” This phrase has been said in billion times by anybody that has themselves involved in business industry because the loyalty and retention of the customers are earned by satisfaction and the positive and consistence of quality of works of the staffs. I can guarantee that every company’s greatest assets is the customers themselves because without them there is no a company at all. Many business marketing departments pay attention close to the products and even closer to the needs and desires of the customers for their target market. To even start this, needs is defined as necessities or something essential in daily life. For example, the foods, water, shelter and clothing. While ‘wants’ is defined as something that we as human being desires or would like to have but it is not essential for us. Luxury is one of them but having it is not going to make us suffer, either. Every customer will has their own will and desires. Thus, knowing their needs and fulfil them is our missions. To be exact, customers are our mission partner.

As for our business opportunity, we decided to make advantage of our own area (Desa Ilmu, Samarahan) that is placed in the middle of 3 universities; UiTM Kampus Samarahan 1 & 2 and University of Malaysia, Sarawak. We agreed on choosing to build a cafe to fulfil the needs of the customers. Our main targets are college students, lecturers and secondary students. Nowadays, there are more than 300 million people around the world have depression, according to the WHO (World Health Organization) and the highest are individuals between 18 until 25 years old. Our cafe is not a typical cafe that only invented to stall times. It is created with the cure of illnesses, reading. Reading is a therapy that helps many students to overcome their struggles in daily life. It improves their vocabulary, skills of imaginations, practical and even their communications. Based on our observation so far there is no other cafe that serve reading sections along with accommodations (WiFi, printing services and etc). This business is convenient and affordable which we guaranteed is suitable for students. Since it is also nearer to universities so it has a great population among students. Hence, it makes the Busy.co highly in demand.