



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

EVENT PLANNING BUSINESS

PREPARED BY

FACULTY & PROGRAMME : FACULTY OF CIVIL ENGINEERING (EC110)

SEMESTER : 4

PROJECT TITLE : BUSINESS OPPORTUNITY

GROUP MEMBERS :

DAYANG NURZAFIRAH HAZIRAH BINTI AWG RAZAK (2017207662)

NURSHERENA BINTI SAFRI (2017207558)

AIREEN NAJWA BINTI JASMAN (2017219216)

A'AINI FAZLYN BINTI BAHRON (2017224002)

NUR IMAN HIDAYAH BINTI ABDUL HALIM (2017226596)

PREPARED FOR

MADAM SITI MARDINAH BINTI ABDUL HAMID

SUBMISSION DATE

26 APRIL 2019

TABLE OF CONTENT

| NO. | CONTENT | PAGE |
|------------|--|-------------|
| 1 | EXECUTIVE SUMMARY | 1 |
| 2 | IDENTIFYING THE NEEDS AND WANTS OF CUSTOMER | 2 |
| 3 | SCANNING THE ENVIRONMENT AND EVALUATING OF SELF AND THE COMMUNITY | 3 |
| 4 | SCREENING OF BUSINESS OPPORTUNITY | 10 |
| 5 | SELECTING A BUSINESS OPPORTUNITY AND PREPARE A BUSINESS PLAN | 13 |
| 6 | CONCLUSION | 15 |
| 7 | REFERENCES | 16 |
| 8 | APPENDICES | 17 |

EXECUTIVE SUMMARY

Business opportunity involves sale of any product or services that will enable to purchase a license to begin a business. There are variety of entrepreneur opportunities can be chosen such as buying a franchise, distributorship or dealership, network marketing and licensing or filling a Niche. A service business is offered in this twenty first century to make people's life much easier and convenient. In this case, a service business such as an event planner is much needed in this society to help people organize an event successfully.

Planning, organising and working on an event can seem like an incredibly overwhelming task which required a long amount of time, a good and useful ideas and a great teamwork. Without a proper planning and organisation, it can cause an event to be chaos and hectic. In this service, creativity and passion of an event planner is a must as it is needed for conducting the event with things that are suitable and give satisfaction to the clients. For example, the event planner is responsible for organising the facilities such as decoration of the event with the balloons and banners, the arrangement of the place such as the sitting of the clients and foods of the client. Thus the invitee lists and promotional materials.

Despite the positive side, every business will be facing problems and hardships that are cause by the workers or the clients. To reduce this, every business should have its own rules and regulation that are necessary to maintain the business for a long period of time.

To sum up, the business opportunity obviously consists of planning, organization, financial and solutions in order to make the business success. Roles of every managers and workers are important in managing activities and a proper planning of step by step to produce better business or better products. Every little money that have been spent on the business is specifically counted so that any profit can give benefits towards every person who work really hard on making this business a success. Therefore, better services and high quality products are highly observed to improve the business opportunity.

IDENTIFYING THE NEEDS AND WANTS OF CUSTOMER

Before set up a business , the entrepreneurs should consider what customers really need in their real life and business that actually can give benefits for both side which is the entrepenuers and customers . For example , business that provide stationery things are beneficial for everyone especially students . This shows that the business is really consider about customers need . Identifying the need and wants of customers is important so that the business can run smoothly and gain profits . Apart from that , a business can be more successful if the entrepreneurs know what their customers can afford because if the product or services that they offering are over the customers' budget , of course there will be no customers .

For our business , we want to set up a event planner . This is because from our observation , we find out that there is no company that set up a event planner in Kota Samarahan . We choose Desa ilmu in Kota Samarahan as our location because we expect at least quarter of the population in Kota Samarahan will use our services to satisfy their need . We know that by set up this business , we could help many people who always busy and do not have time to plan their event properly . In example , parents that workaholic will not having headache or stress to plan their children's birthday party if we provide them our services . Therefore , they can leave everything to us to handle the event .

Besides , by identifying the need of customers , our business can grow become more successful . More customers will need us if our services will satisfy their expectation . The price of our business also affordable which is RM70 per event for birthday party and the price is also according to the type of event that our customers want . We want the customers to feel that our services are worth their money because our priority in this business is to make customers happy and will using our services constantly .

SCANNING THE ENVIRONMENT AND EVALUATING OF SELF AND THE COMMUNITY

1. ENVIRONMENT

Population structure

A population structure of a place shows how the population is divided up between males and females of different age groups. Based on Department of Statistics Malaysia, the population of males and females of all ages from 1 – 70+ years old who lives in Kota Samarahan are 87,923 which is 42,271 males and 43,224 females.

In this event planning business service, the target market of population are parents and students that are around the age of 16 – 40 years old which are 54,841 people.

Income and taste

In our business , we try to keep the price affordable as we can so we can gain profits and also our customers will satisfied . Other than that , we also will come out with unique and different ideas for decoration so our customers can actually enjoy and will repeat using our services . This will help our business to have more income and the name of our business will be well-known by people not only in Kota Samarahan but in also other place in Kuching

Our business also provide foods and beverages for fulfil the customers need . For the foods , we only provide them in small bites if it is being request by the customers . We tend to provide food such as desserts and appetizer for the event so the customers will have various type of foods . Furthermore , for the beverages , we will provide cold drinks as for the younger guests and coffee or tea for the older guests.

Media and internet

Social media is the best way to start promoting a business. With this in mind, we get on the most social media application that are Twitter, Youtube, Facebook, Instagram, Snapchat and Google.