



اَوْنِفُو تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS OPPORTUNITY

PARTNERSHIP

PREPARED BY:

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300): (

FACULTY & PROGRAMME: AS115 (DIPLOMA IN INDUSTRIAL
CHEMISTRY)

SEMESTER: 4

PROJECT TITLE : FOOD INDUSTRY

GROUP MEMBERS :

1. NOOR BAHRINA BINTI BACHO (2017257944)
2. NOR SHAFIKAH BINTI BASRI (2017258468)
3. KUN AQILAH BINTI MARSET (2017258424)
4. AINA NASUHA BINTI ABDUL AZIZ (2017257996)

PREPARED FOR

MADAM SITI MARDINAH BINTI ABDUL HAMID

SUBMISSION DATE

03rd of May 2019

TABLE OF CONTENT

TITLE	PAGES
Cover Page	1
Table Of Content	2
Executive Summary	3
Identification, Evaluation, And Selecting A Business Opportunity	4-19
Conclusion	20 -21
References	22
Appendices	22-24

EXECUTIVE SUMMARY

A lot of opportunities have been done by government to encourage Malaysia or Bumiputera involve in business since Non-Bumiputera are likely to participate in business ventures. As we are excited to do a business and to be successful entrepreneurs, four of us will take this opportunity to start a business where we are selecting a business opportunity to open a cafe which provides coffees and all kind of dessert and cakes. The selection of business opportunity that we made is based on the 3 step that we go through.

STEP 1: IDENTIFYING THE NEEDS AND WANTS OF CUSTOMERS

Our group is focusing in food industry for business opportunity. The first step in doing business opportunity is to identifying the needs and wants of customers. We need to do this step in order to run a well achieved business by prioritize our customers. We are using the opportunity of human basic needs and also desires to kick start our very own café business. A lot of people prefer to go to a café since it creates a calm environment compared to cafeterias or restaurants. Besides, people are also constantly looking to satisfy their cravings for dessert. Cake is one of the most versatile desserts with a huge variety of flavour combinations.

STEP 2: SCANNING THE ENVIRONMENT & EVALUATING OF SELF AND THE COMMUNITY

There are six types of environment that we need to include. First is population and structure. From our collected data, the population of Kota Samarahan is about 157,792 people in 2014 and still increasing. A growing population will increase the demand. More than half of the population consists of the young generation who like to eat sweets. Secondly is the income and taste. We provide a reliable price according to the income data. Demand for some product is depend to the customer's preferences. Thirdly is media and internet. We take the advantage to market our products or services through the social media. Fourth is the social problems among unemployed people and students recommended us to do this business. The problem has decreased by providing place for them to loafing around. Fifth, the existence of a new government which create new rules. In business field, the government has set that an entrepreneur must have the certificate Lastly in term of industrial linkage, the food industry will need a supply of raw goods that are provided by the farming and agriculture industries.

There are five component in evaluating oneself. First is experience, it will be messy and chaos if the entrepreneur does not have one. Secondly, knowledge and skills. We need to take barista training in order to produce good qualities of coffee. Thirdly is self-financing, it is crucial to have self-fund money to cover all expanses. Fourth is networking that is very valuable to expand knowledge to grow the business. Lastly is self-interest in order to make good money with the field that we are interested. In evaluating the community, we should make sure that our business in not contradict with the values of people surrounding.

STEP 3: SELECTING BUSINESS OPPORTUNITY

We must understand the rules, laws, and regulations in order to stay in compliance at all time. It is important as more evident as issues become more complex when our business grows.

IDENTIFICATION, EVALUATION AND SELECTING A BUSINESS OPPORTUNITY

Identifying Need and Wants of Customers

All of today's most successful businesses take steps to meet customer needs early and often. In order to run a smooth and well achieved business, it is crucial to prioritize the customers first. What they need and want for their own benefits and basic needs must be identified to contribute on initial and brand new ideas at running a business. For some businesses, that could mean assigning a dedicated team to collect customer insights. Other businesses may be able to roll it into the responsibilities of existing departments. If a business develop a strong system for how to discover, analyse and address customer needs, that organization will be set up for long-term success.

A need is generally referred to, in economics, as something that is extremely necessary for a person to survive. If a need is not met, it would lead to the onset of disease, the inability to function effectively and efficiently in society and even death. Needs are categorized into two groups. There are the Physical needs and the Subjective needs. Physical needs are those that are met through tangible things, or things that could be measured. Examples of these include food, water, shelter and even air. On the other hand, subjective needs are those that are often seen to ensure our mental health. Examples of these are self-esteem, a sense of security and approval. A want is something that a person desires, either immediately or in the future. Unlike needs, wants are those that differ from one person to another. For example, one person may want to own a car, while another may want to travel to an exotic country. Each person has his or her own list of wants, each with a varying level of importance. Furthermore, wants can change over a period of time. This is in contrast to needs, which remain constant throughout the lifetime of the person.

Thus, we are using the opportunity of human basic needs and desires to start up our very own café business. A café is sometimes called a coffeehouse or a coffee shop or tea shop in English, a café in French and a bar in Italian. It shares some of the characteristics of a bar, and some of the characteristics of a restaurant, but it is different from a cafeteria, which is a type of restaurant where customers can choose from many dishes on a serving line. Many people enjoy going to café as it creates a calm and sensual environment compared to cafeterias or restaurant as it always get crowded during meal hours. Moreover, many designs their respective cafés with a beautiful and aesthetic deco that attracts customers to come whether it is a modern cotemporary or classical themes from western world. These can also happen because of café owners passion and talent in art that they applying is to be use in their business. It also a place for suitable and perfect hangouts to catch up with family members, old friends or even officemates after a long and tired working hours.

Besides that ,there are people that just love variety of teas and coffees which are freshly brewed by a good machine and skilled barista. Coffee is quite an enjoyable drink for several reasons it's warm, very aromatic, slightly bitter and is packed with flavour. Not to mention that caffeine is addictive, so it will keep the drinkers coming back for another cup. Coffee is also known for its health benefits. A cup of coffee in the morning may provide more than just an energy boost. Health benefits, say some researchers, may range from helping prevent

SCREENING OF BUSINESS OPPORTUNITY

By using the process of screening business opportunities, it can help us to select a business opportunity that can really be established and we can totally focus on it where we can put our dedication on it to be a successful entrepreneurship.

An entrepreneur need to make sure that the business opportunity that we want to establish is legal based on the law that have been enacted by the government in our country. Not all of the business opportunities that we had been identified can meet the requirement to be established. For example, we see that selling imitation cassette is a profitable business but, it is an illegal business based on the law that enacted under the business law. It is an act of stealing the other people work. It is no use of identifying the business as a business opportunity but then it is an illegal. So that, it is really important to ensure that the business opportunity is a legal one. This is because, Understanding the reasons for the various rules, laws and regulations that control the business will help us to take advantage of any benefits they offer while ensuring us to stay in compliance at all times. In this business sense, "compliance" refers to a company meeting its legal obligation, often to protect the health, safety and welfare of others. Simple example of compliance included obtaining a business license in the town and paying the taxes. Other than that, the way we make and sell our product and service might fall under the auspices of a government agency, such as a restaurant need to meet health department guidelines.

Other than that, in order to choose the business opportunities, the business must not being monopolized by the other. This kind of business will give us a lot of problems. For example, most commonly problems that happen in this case is danger of sabotage. Besides that, it will narrow the chances for our business to be more established. There will be a chances to compete with the group that have been monopolized the business in particular field, but the possibility is very small in order to success. For instance, the government has given an import permit to an individual or group to import rice into our country, but there are not many entrepreneurs grab the opportunity as the business has been monopolized by the other big company that do not give any chances to any other. The company that monopoly the business maintaining their monopolistic power by:

- Economies of large scale production

If the cost of production fall as the scale of the business increases and output is produced in greater volume, existing firms will be larger and have a cost advantage over potential entrants.

- Predatory pricing

This involves dropping price very low in a 'demonstration' of power and to put pressure on existing or potential rivals.

- Limit pricing

This is a specific type of predatory pricing which involves a firm setting a price just below the average cost of new entrants-if new entrants match this price they will make a loss.

- High set-up costs

If the set-up costs are very high then it is harder for new entrants.

- Advertising

Heavy expenditure on advertising by existing firms can deter entry as in order to compete effectively firms will have to try to match the spending of the incumbent firm.