



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْكَى مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

IDENTIFICATION OF BUSINESS OPPORTUNITY

PREPARED BY

FACULTY AND PROGRAM: CHEMICAL ENGINEERING

SEMESTER : 1

PROJECT TITLE : IDENTIFICATION OF BUSINESS OPPORTUNITY

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VISION, MISSION AND OBJECTIVE OF ALL BUSINESS IDEAS.

DRY CLEANING AND LAUNDRY SERVICE

VISION

- To be preferred and becomes the first choice among the society.

MISSION

- The mission is to provide our client that we offer an efficient , convenient , professional and effective dry cleaning and laundry management.

OBJECTIVES

- To help those who are having pack schedule and do not have enough time to do laundry on their own .
- To give a full professional dry cleaning and laundry service , so that we will attract our clients' trust .
- To contribute facilities to university student

ONLINE BOOK STORE

VISION

- Easier for people to get their desired books , read in modern technology and reduce the uses of papers in making real books.

MISSION

- Apply reading habit to the younger generation , increase the number of knowledgeable books to be read and widen the business of online book store in many branches.

OBJECTIVES

- People especially student does not need to bring heavy books to class .
- Save trees from being cut down for making papers for books and other reading material.
- Attracts more people of variety generation in readings.

Laptop lending and service

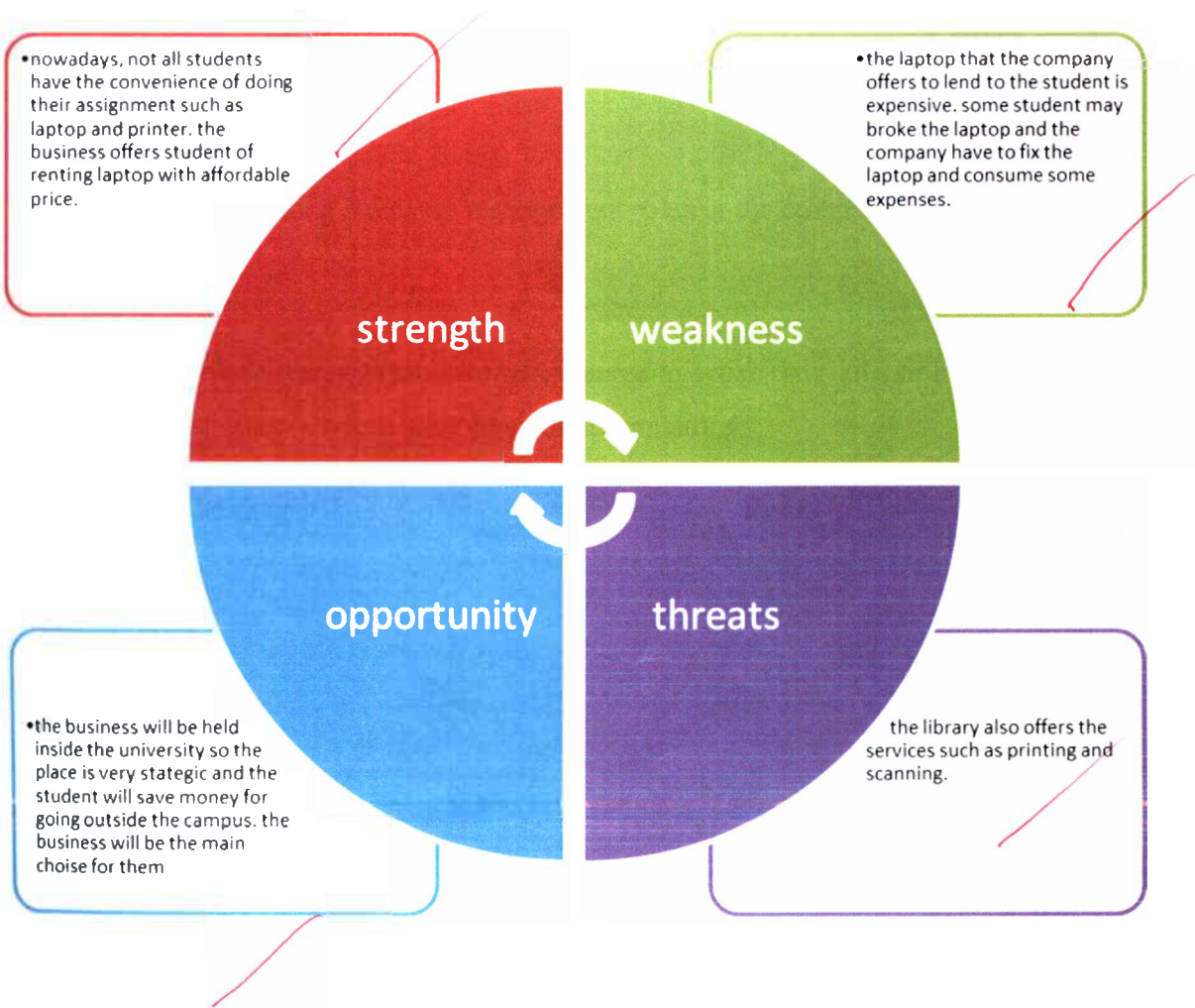
Vision

Helping student complete any kind of assignment within any time given! with the maximum quality of facilities

THE NEEDS AND WANTS OF CUSTOMERS

When it comes to opening a new business, the main thing that we need to consider is the needs and wants of the customers in that particular area. At UiTM, the main thing that student or lectures always do is something that has to do with the technology nowadays. For instance, the students will be asked to do assignment and lecturer needs to key in the exam result on the internet. But, at some moments the internet is not giving them the opportunity to complete their task. There is some of the student who is less fortunate who could not afford to buy laptops.

In that case, our team have decided to choose laptop lending and service business to help students with the problem.



EXECUTIVE SUMMARY FOR LAPTOP LENDING AND SERVICES.

Our mission

Laptop lending and services offer to the university residents to borrow laptop with the affordable rent and maximum quality of laptops. Other than that we provide printing, binding etc. services. Our team will ensure students finish their assignment as smooth as they can within the time given.

The company and management

Laptop lending and services is held inside the Universiti Teknologi Mara itself. The company is owned by the students of chemical engineering.

The management of the business consist of co-owners that are:

1. Janellyson Wilson
2. Hafizah Natasya Amat Lin
3. Canisius Bin Linang

All partners will be taking hands on management roles in the company

Our services

Our customers are university residents who wanted to finish their jobs or assignments that uses laptops and other services. Our services are including:

- Laptop lending
- Printing
- Binding
- Laminating

The market

Based on our researches, the market demand for these types of services is very high. This will make our business very profitable