

## **ABSTRACT**

Venture opportunity is a constituent element of entrepreneurship. For a startup company, ideas, creativities, experiences, and personal skills of an entrepreneur are internally required for venture creation. A venture can also be as a result of external factors such as unstable circumstances, chaos, market opportunity, technology development and regulation change. Startup companies have a risk of failure is large. They have great potential but elusive opportunity. Those offer the startup company a great opportunity to create venture which is either strenghtening or risking its business.

The research applied a qualitative method. A case study of PT Fruters Indonesia Perkasa, a healthy food and beverage manufacturing company, was conducted. This research aims to describe opportunity profile of a startup company as a part of entrepreneurial process through evaluation of some criteria on which both opportunity and risk are considered as a unit.

The research results revealed that there was good venture opportunity for a startup company with a strong srategic differentiation and personal criteria, risk taking calculation and intuition. Those are also essential for the product development while industry and market are growing immersely

In Conclusion, these results strongly suggest to manage risks, investor has procedure of risk calculation and risk mitigation which in turn can raise the level of success for startup company

*Keywords : Opportunity, Startup, Entrepreneurial process, Venture,*