



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
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MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)
BUSINESS MODEL CANVAS**

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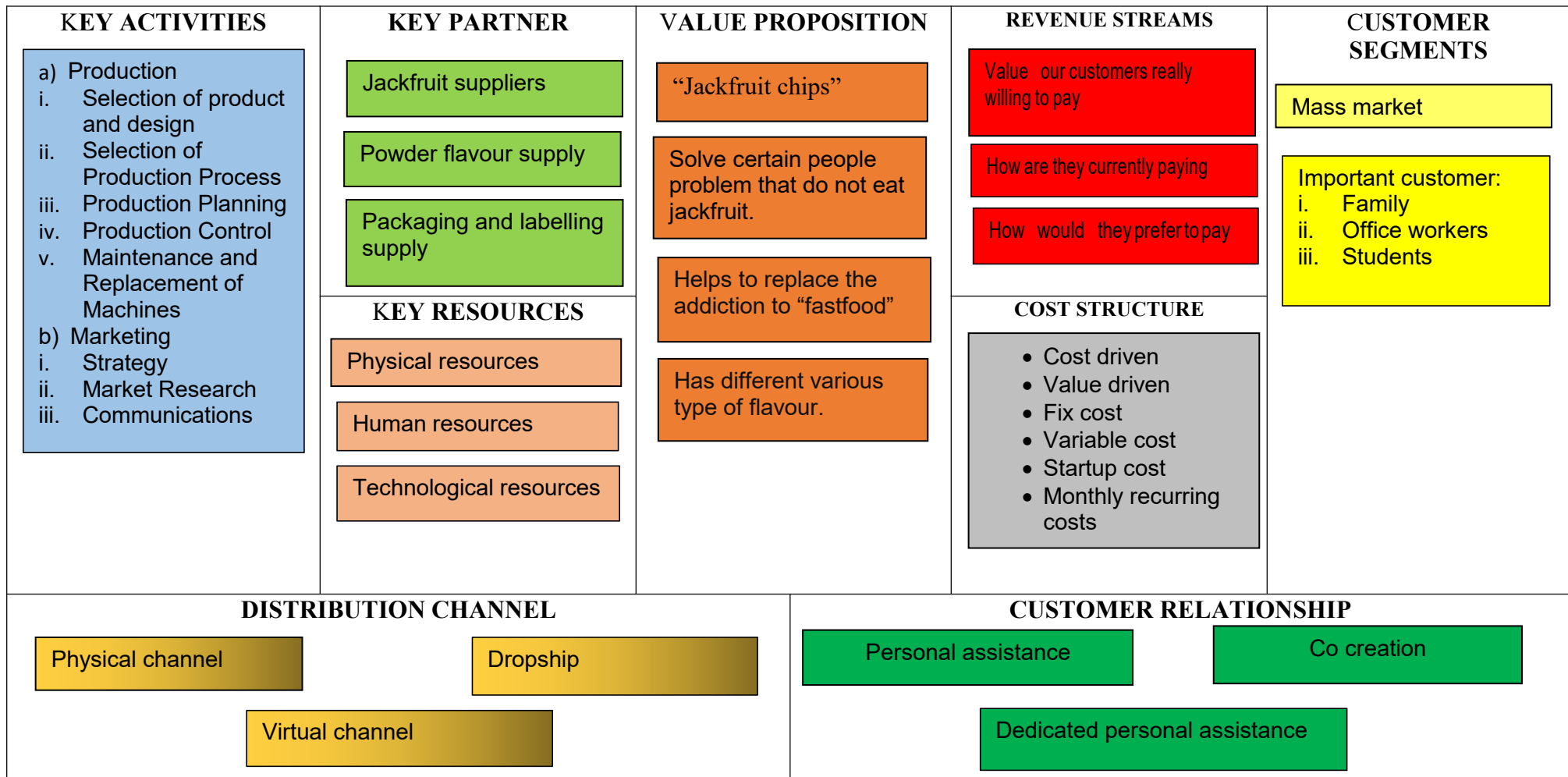
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INTRODUCTION

Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances.

The name of my product is “Crunchyz Frutti” and my product is “Kerepek Nangka” or “Jackfruit chips”. Jackfruit (*Artocarpus heterophyllus* Linn ,syn *Artocarpus integrus* Merr) under family Moraceae or locally known as “Nangka’ in Malaysia is a popular fruit tree grown as tropical fruit trees. It was grown in Malaysia as a commercial commodity or grown as mixed commodity with few other fruit types such as durian, rambutan, duku and so on in traditional village. Department of Agriculture Malaysia record about 3,123 hectare was grown in 2006 and increase the size to only 3,500 in 2009 with annual production for 27,830 metric tonnes. Our jackfruit chips is produce from fresh jackfruit that we get from Pahang. I register my “Crunchyz frutti” business on 1 June 2019 last year at Suruhanjaya Syarikat Malaysia (SSM). My main activity is producing “Jackfruit chips” and selling it to the customer. The location is in Ipoh Perak which is at No. 80, Jalan Panglima, 31590 Ipoh, Perak. The reason I choose the location is because the rent for the place is not to expensive and I also thinking this is as starting platform before I start grow up my business. Also this place will not disturb any residents around here during process of our production. The reason why I start this business is because I want to show what is unique in our country to the people in Malaysia also to other countries and I choose in concept of our local fruit that is “ Jackfruit “. At the same time, I want to help others that do not interested with jackfruits eat jackfruit in different ways. What unique about my product is, it is hard to find jackfruit chips around Malaysia such as in grocey store, shopping mall, night market and so on.



(Business Model Canvas) VALUE PROPOSITION

My product is “Kerepek Nangka” or “Jackfruit chips”. Jackfruit are peel into sliced, then special method will be use which is “vacuum fried” to maintain the nutrient inside the jackfruit and to minimize oil used. The taste is unique because it feels like eating the real jackfruit. Based on my survey there are certain people that do not eat jackfruit because it is smelly and can make bloated stomach. So as a solution I comeout with an idea to make jackfruit chips to change people perspective toward jackfruit and make them become more interested with our local fruit. It is been made by fresh jackfruit that is high quality. This jackfruit chips is less oil used, less cholestrol, It is different from others and it is hard to find the jackfruit chips in Malaysia. You can enjoy it at anytime. Also it helps to replace the addiction to “fastfood” that is not good for our health. This jackfruit chips instead has the “Original flavour”, what make it more special from the others is, it also has different various type of flavour that we offer which is barbeque flavour, cheese flavour, spicy flavour, salted egg flavour and sweet sour flavour. It also has HALAL certification from Jakim Malaysia.