



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : BUSINESS MODEL CANVAS

**FACULTY & PROGRAMME : BUSINESS ADMINISTRATION (HUMAN
RECOURCES)**

SEMESTER : 4

PROJECT TITLE : ANLENES

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i. ACKNOWLEDGEMENT

Assalamualaikum w.b.t

First of all, Alhamdulillah thanks to Allah as He gives us ease and bless until we can complete our ENT 530 project successfully.

I was accepting this as a challenge to myself because it shows my passion and ability in doing so. For the prospect of business, this project plan of business in hopefully can be as one way for me, to practice my ability and interest in other different way and to be a guideline to encourage my effort for becoming an educative and succeed business people.

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Anlenes was started on early 2020. Anlenes is a company that sells milk. Anlenes is specialist in bone health milk products and the leading adults' milk brand. Besides, Anlenes is a brand milk product as the first high calcium dairy product marketed which specially formulated to encourage optimal bone health.

Our customers consists of people of many age from different walks of life that are interested and adventures in trying our product as the product that our company provide is not common in the business market. Hence, our company decides to venture in selling tablets milks with the different flavour.

Our main location for our company is located in Shah Alam. Anlenes marketing strategy is to provide the best milk and also to offer our customers with affordable and reasonable prices as most of the population in Shah Alam are young adults and older adults. Our product is promoted through social media as it an easy platform to use and able to spend the word around fast.

4. APPENDICS

OUR PRODUCT

1. ANLENES TABLETS (NEW PRODUCT)



2. ANLENES GOLD



3. ANLENES CAFÉ LATTE

