



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

[BUSINESS MODEL CANVAS]

# ENT 300

*“Surprise Delivery by A&I Production ”*

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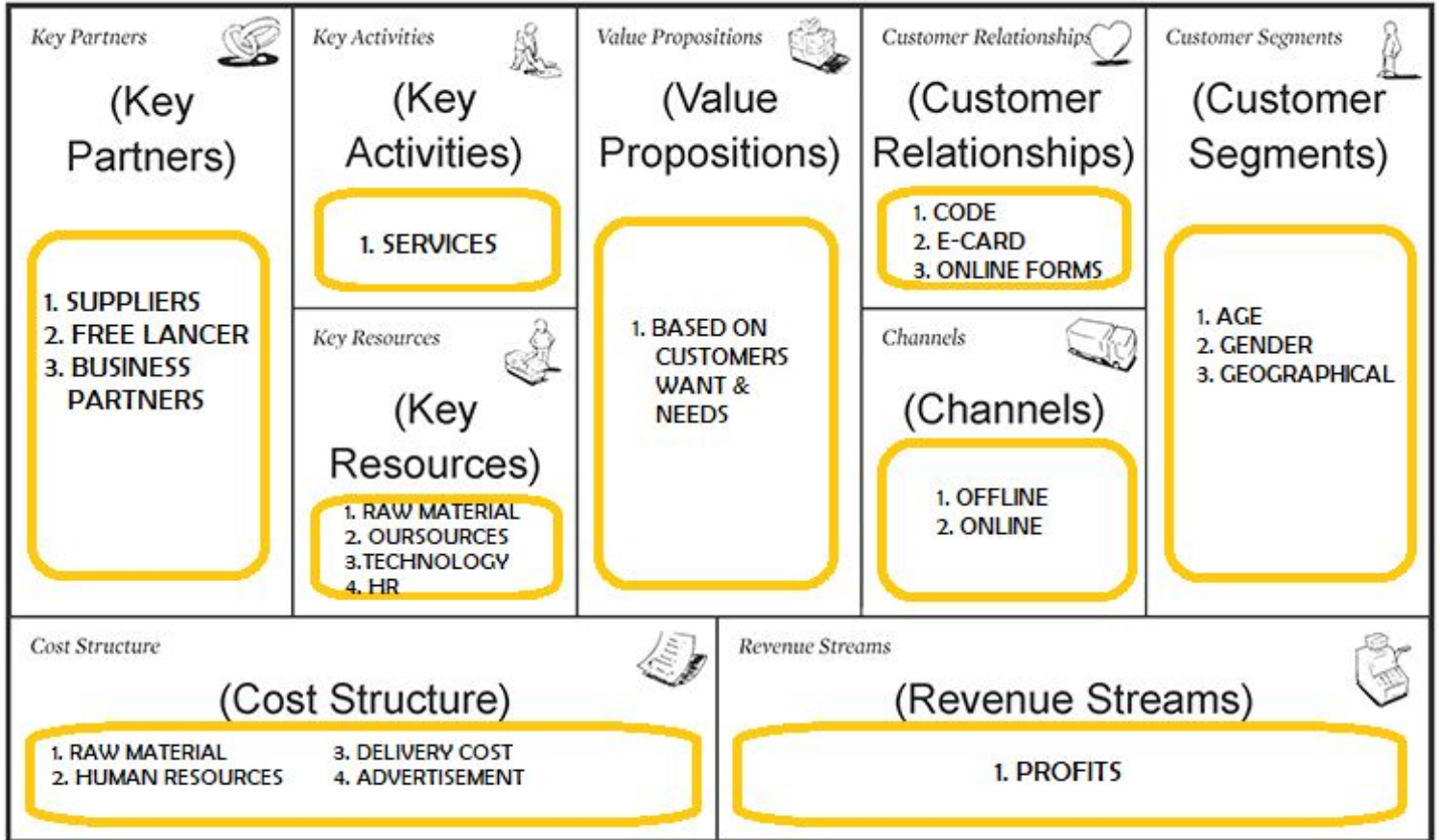
## 1.0 Introduction

Surprise Delivery by A&I Production is a service that provides surprise delivery and surprise events for special events such as Birthday Celebration, Anniversary, Special Day and Proposal. It is a well-known surprise service in Kedah especially in the Alor Setar and Sungai Petani areas. Surprise Delivery by A&I Production was founded by Miss Nurul Izzati and her friend, Mr Adlan Shahmy Azizan, a graduate student who began this service while they were still studying in UiTM Kedah. In the first beginning, their target market was students in UiTM Kedah only, but now they expand their market after encouraging response by their served customers.

At this moment, Surprise Delivery by A&I Production has served more than 250 customers after 8 months operating with a small budget but gaining huge returns. Surprise Delivery by A&I Production is planning to expand their markets into Penang Island and Perlis in the next few weeks after getting high requests from customers in both areas.



## 2.0 The 9 Blocks of Business Model Canvas



### 3.0 Key Partners

Key Partners are the relationships that you have with other business, governmental, or non-consumer entities that help your business model work. These can be the relationships that your company has with your suppliers, your manufacturers, business partners, freelancer, outsourcer and etc. For Surprise Delivery by A&I Production, our key partners are:

#### **i. Suppliers:**

Our suppliers are those who supply us with the gift and the decoration for the surprise. We registered in their Member Gold Club to get discounts and vouchers points for every purchase.

- a. Romantika Home Decor
- b. Full Ten Enterprise
- c. Summer Paradise Gift Shop

#### **ii. Business Partners:**

Our business partners are owners of venues that we always used for surprise events or parties. We can rent the space for free and decorate with everything we want as long as we purchase food from their cafe.

- |                             |                                 |
|-----------------------------|---------------------------------|
| a. Restoran Rimbun Mat Top  | g. Noah Kitchen                 |
| b. Garden Station           | h. Star Sky Restaurant & Lounge |
| c. Nurul Ikan Bakar Special | i. Cumi Kontena                 |
| d. Swiss Inn Hotel          | j. Big Galley's Cafe            |
| e. Anjung Santai            | k. etc                          |
| f. Pine 2                   |                                 |

#### **iii. Freelancer:**

Surprise Delivery by A&I Production hired some freelancers if we need some help for the events and parties as well as the runner to deliver gifts if there are no events needed. We don't hire workers to minimize cost, we just hire freelancers whenever we need.