



BUSINESS MODEL CANVAS
PRINCIPLES OF ENTREPRENEURSHIP [ENT530]

FACULTY& PROGRAMME : ADMINISTRATIVE SCIENCE AND POLICY
STUDIES (AM228)

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EXECUTIVE SUMMARY

The business name is SmooTea Bite which is located at Simanggang Town in Sri Aman, Sarawak. This business is under a partnership agreement between two partners, Adlinna Binti Dolhan and Maisarah Binti Faisal. Our business serves their customers with healthy smoothies. To help in increasing the business profitability, we allow customers to customize and pick add-ons in their smoothies to which they will need to pay for additional charges for it. We use social media platform like Facebook and Instagram to promote and advertise our products and services. Our main target market includes students, youngsters and residents near the area and since we serve healthy drinks, the adults are also a part of our main target market. This business can do well as this kind of business can catch the attention of the public easily because not only we deliver excellent taste quality to our customers but people these days are also keen to explore cafes that exhibit unique structure and interior with nice ambiance.

1.0 INTRODUCTION

Company's Name : SmooTea Bite

Company's Logo and Details :



Figure 1

The name of the business is SmooTea Bite. The drink in the middle represents smoothie which indicates the main product we offer to the customers. There are two stems of leaves above the letter "Bite" to indicate that we provide our customers with only high quality and fresh ingredients to maintain the nutrients and taste quality of our products. We use bubbly fonts for our business name and the combination of vibrant yet soft colours for our logo to show that we are always welcoming and trying our best to provide our customers with the best hospitality.

1.1 Business Background

The business name is SmooTea Bite. It is owned by partnership between Adlinna Binti Dolhan and Maisarah Binti Faisal. The nature of this business is based on snacks and beverages services. This company will commence its business on 1st January 2021 and is located at Simanggang Town, a district in Sri Aman, Sarawak.

SmooTea Bite is a healthy smoothie bars cafe which provides their customers with smoothie drinks that is based on real fruits and real veggies. What makes SmooTea Bite unique is its goals to provide their customers with healthy but at the same time delicious and savory drinks.

This cafe serves their customers with fresh ingredients to maintain the nutrients and taste quality of its products. There is no artificial flavor used in the preparation of the smoothies.

To add more fun, SmooTea Bite also serves some light snacks such as cookies, salad bowl, pancakes and more to their customers

SmooTea Bite has good future prospects as this kind of cafe business can easily attract the people's attention especially people these days are keen and love to explore cafes that exhibit unique structure and interior with nice ambiance. In the near future, we hope to broaden our branch outside of Sarawak to West Malaysia and even overseas and to become one of the top eatery/beverage industry which is renowned for its healthy and excellent taste and services.

Vision

To become one of the top eatery/beverage industry which is renowned for its healthy and excellent taste and services.

Mission

To provide our customers with high quality products and services to ensure our customers' satisfaction.

Objective

To ensure a smooth and efficient business operations through planning, controlling,