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MARA

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MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)

HM240 (GROUP A)
CASE STUDY

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EXECUTIVE SUMMARY

Axia Solution Company have 3 is food and beverages establishment that offered varieties of food and beverages services. Encik Taufiq managed to open three chain food premise which is in Shah Alam, Klang and Puncak Alam area. Among of the places, we choose Puncak Alam area as our investigation research, whereby this premises are operated in cafeteria at Dahlia College.

In this company, they strategy to attract students to come in the premises by providing high quality of beverages produce at the cheaper price. This company successfully positioned their customer minds on chocolate drinks because they produce the most favourable taste of chocolate drink. In just spending Rm1 for chocolate drink, they put the smile on customer face.

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1.0 INTRODUCTION

1.1 Purpose

The purpose of the report is to investigate the Business Model Canvas of the small business establishments. We have chosen small business that operated as food and beverages cafeteria in university area, Puncak Alam. This report also recommends to improve the Business Model Canvas of the business.

1.2 Methods

In this method of investigation, we conduct the interview session with the owner of the business that carried an hour to gather as much business information and data. In addition, we also observe the food premise in order to identify the problems.

1.3 Scope

The research has conduct within in cafeteria area. In order to meet the purpose of the investigation, we collect the information of the business in terms of company background, company resources such as financial and suppliers and the main activities of the business.