
ENT530 PRINCIPLES OF ENTREPRENEURSHIP
BUSINESS MODEL CANVAS



BASKETFULL ENTERPRISE

FACULTY OF BUSINESS & MANAGEMENT

BA243 4A

SUBMITTED BY

MIMI FARISHA BINTI HAMRAN	2019893434
NURUL HARNIZA BINTI FADZIL	2019455224
NUR IZZATI BINTI NAZRI	2019582111
NURUL ANIS ASHIKIN BINTI NORJOHAN	2019542223

SUBMITTED TO

DR KOE WEI LOON

SUBMISSION DATE

24th DECEMBER 2020

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
SWOT Analysis Figures	
Business Model Canvas Template	
LIST OF TABLES	
EXECUTIVE SUMMARY	v
1. INTRODUCTION	
1.1 Company Background	1
1.2 Problem Statement	4
1.3 Opportunity Recognition	5
1.4 SWOT Analysis (two competitors)	6
1.5 Purpose of business model canvas preparation	12
2. BUSINESS PROPOSAL	
2.1 Business Model Canvas (BMC)	13
2.2 Details of BMC	14
3. CONCLUSION	18
4. APPENDICES	19

EXECUTIVE SUMMARY

BasketFull Enterprise is an online business selling Super Electro Basket in the electronic market. Our objective is to provide convenience to consumers who need help to lift or carry many items in their daily life. We look forward to taking the advantages of our brand to the market. BasketFull Enterprise always tried our best to address the public's problems. As an example, problems on how people need to walk around while carrying a lot of stuff from place to place especially for students who need to move in and move out from their hostels in every semester. We make it easier for our consumer by creating this product. This is because our electronic basket is suited with what they need, which is that our basket is expandable and is able to accommodate a lot of weight in addition to being given a special feature that is an electronic system that is controlled using a remote control.

The chances in this sector are smooth, as we can solve so many problems on the market. In addition, our target market is also wide. In order to create this business, we need to use the Business Model Canvas, which is one of the widely implemented business models and has made our company more systematic. For our marketing, we are using the digital marketing method such as posting and managing advertisements in social media, selling through e-commerce platforms which are Shopee and Lazada. We also create our own websites to make it easier for our consumers to reach us directly. We are aware that our existing competitors in the marketplace are quite big. By then, we decide to bring something different and offer more than our competitors such as creating more family colours, using the eco-friendly materials in our product, keep the sustainability of the product, nice travel packaging and many more.

1.0 INTRODUCTION

1.1 Company Background

Our business is called BasketFull Enterprise and was opened in early of October 2020. Our product's name is Super Electro Basket. Then, our company is known as a partnership company that was founded by four people. Our product is very innovative because it is different from other baskets and this is the first product that launched in the market. Also, we provide a remote control that can control the basket automatically and our product also known as fordable storage basket which is the product can change the shape from square to rectangle. Super Electro Basket can help and solve the problem for some people that have some problem bringing a lot of their stuff.

Our business is an online shopping business because it is more convenient to sell it since we are a small business. Our company also has our own websites and the customers can order there. We are going to promote our product through e-commerce that include Shopee and Lazada as well as social media platforms such as Facebook, Twitter and Instagram. We will show the customer thoroughly about the product with the video that we prepared to give the potential customer a proper close-up to them. The customers can also contact us privately using Whatsapp.

Our deliveries are handled by the company Poslaju and Ninja Van for the customer that orders through social media platforms such as Facebook, Twitter and Instagram and e-commerce like Shopee and Lazada. Our company also provides our own transportation to deliver the product if the customer buys the product through our own websites to make sure their order is reached in a good condition and safe.

Vision:

To become the leading BasketFull Enterprise in Malaysia with a commitment to meet or even exceed customers' needs and satisfaction.

Mission:

To produce products that are very innovative for highly reliable and consistently satisfying customer experience.

Website:



www.basketfullonline.com.my

Social Media Platforms:



@BasketFull.Enterprise



@BasketFull.Enterprise



@BasketFull.Enterprise

E-commerce:



Shopee

@BasketFullEnterprise



Lazada

@BasketFullEnterprise