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**ENT530 PRINCIPLES OF ENTREPRENEURSHIP**

**BUSINESS MODEL CANVAS**



**ASF ENTERPRISE - PRIMROSE BRASLET**

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**FACULTY OF BUSINESS & MANAGEMENT**

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## **EXECUTIVE SUMMARY**

ASF Enterprise is an online business selling bracelet straw made of silicone. With our mission to satisfy our buyers with a high quality of straw through our focus on best material which is double layer silicone and superior service. In addition, we want to be the well-known straw bracelet provider for individuals, families and businesses in the hygiene version. In everything, we will try our best to provide our buyer with satisfaction. We always try our best to solve as many problems as we can which faced by public. For instance, as we all know, the use of straws especially those containing plastic materials is very unfriendly to the environment. It is so clear that the use of plastic straws is not safe for marine life in general. There are many problems that arise about marine life where their lives are threatened due to the dumping of waste in the sea.

The opportunity in this market is quite high, as we have had so many problems that we can see on the market. Furthermore, as we want our product to help all people around the world and also the environment, our target market is also broad. Thus, we decide to build Business Model Canvas (BMC), which is one of the most common business models in the entrepreneurial world, and to make it a systematic start-up of our business. We believe that by implementing this kind of systematic preparation, we're going to have a smooth journey in our business. In addition, all of our mission, vision and goal will be accomplished. Lastly, we hope that our innovation product will be acknowledged by all and at the same time that it will bring benefits not only to everyone in Malaysia but also to the world and to the community.

# 1. INTRODUCTION

## 1.1 Company Background



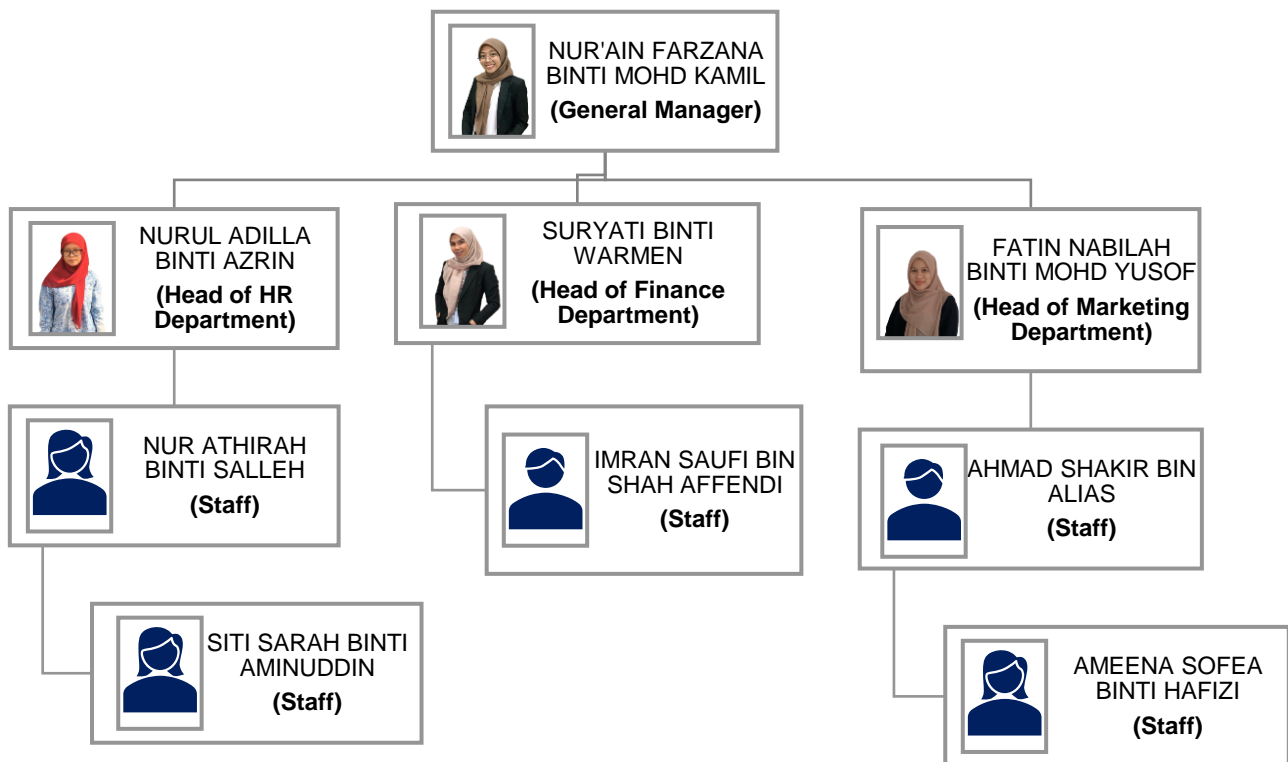
Our company name is **ASF Enterprise** where it is from a combination of letters according to the names our partners in this business. We came up with the idea of making a silicone straw that combines the theme between straws and bracelets. The name of the product is "*Primrose Braslet*" which means that *Primrose* itself carries a synonymous meaning to various types of flowers and it symbolizes the four of us as partners.

ASF Enterprise was founded by Nurul Adilla and her 3 other partners, Nur'ain Farzana, Suryati and Fatin Nabilah. We have realised that the four of us have the same ideas and intentions to open up a company that not only sells useful products for others, but actually for us as well. Basically, we run a business that develop the concept of making a bracelet straw made of silicone and we distribute our products widely to all convenience stores, beverage stores and even to online store sellers. We also know that this type of products is seldom on the market. Thus, making our products so unique. Hence, this company was established to meet the needs by providing quality and convenient products for everyone.

**Vision** – To be known as a company that produces the best and most convenient straw bracelet throughout Malaysia.

**Mission** - To satisfy our buyers with a high quality of straw through our focus on best material which is double layer silicone and superior service. In addition, we want to be the well-known straw bracelet provider for individuals, families and businesses in the hygiene version. In everything, we will try our best to provide our buyer with satisfaction.

**Objectives** – Increase sales volume by 30% in 12 months



*Figure 1 Organizational Chart*

Although the four of us are partners, but we still divide the position in the organization to facilitate all related matters for each department. We all agreed to appoint **Nur'ain Farzana Binti Mohd Kamil** as **General Manager** of our business. Her duties include supervising daily operations, reporting to and working with department managers, developing business development strategy, pursuing specific targets and objectives.

Next, we appoint **Nurul Adilla Binti Azrin** as **Head of Human Resource Department**. Her tasks include overseeing the employment process of our company as well as managing employee wages and benefits since we employed 5 staff, divided by department. Furthermore, if problems occur during operations, she is responsible for communicating with the staff.

The **Head of Finance Department** management is **Suryati Binti Warmen**. Her tasks include the creation of forecasting models, risk assessment and compliance with regulations for all accounting activities. She also manages the budgeting of business products and our outsourcing budget. Allocate resources and manage cash flows which are also part of her responsibilities as Head of Finance.

Our **Head of Marketing department**, we appoint **Fatin Nabilah Binti Mohd Yusof**. Her responsibilities are to plan and implement a marketing strategy for the company and for new and existing products or services. Supervising the marketing strategy implementation, developing a brand strategy and administering the annual marketing budget.