



اَوْتُوْرَسِيْتِي تِي كُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## **BUSINESS MODEL CANVAS PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

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## **EXECUTIVE SUMMARY**

Run Mart is a mart that focuses on delivering fresh groceries to customers' doors. The business started in early January 2021 and is managed by 5 Bumiputeras. The idea to name our business Run Mart came from the inspiration of delivering fresh groceries to our customers. We have chosen to do this business to conserve time and energy for all of us. In this era, going to crowded places to get an apple seems overrated. Run Mart is established to save the hassle with just a few clicks on the screen. We improve the visual experience that allows customers to shop online for groceries from their mobile devices at anytime and anywhere.

This Business Model Canvas (BMC) will show us how to develop a new idea and improve the flow of doing business. It is also to assist us in obtaining a loan or grant from a financial institution. In addition, the content of the Business Model Canvas covers all parts of a new business to guide newcomers to this industry. This report also includes a SWOT analysis of competitors to get an idea of what precisely is a transaction in a business that has similar nature so that we are aware before anything happens later in the future.

This research will also address the value of information in the Run Mart Business Model Canvas. Run Mart uses each of the nine columns in the Business Model Canvas. The canvas elements have included customer segments, value proposition, channels, customer relationship, revenue stream, key activities, key resources, key partnerships, and cost structure.

## **1.0 – INTRODUCTION**

### **1.1 – COMPANY BACKGROUND**

Run Mart is a company that provides premium groceries service that orders through the online platform which delivered to in front of your house. It is a delivery and logistics platform that enables customers to order groceries and foods via website and application and receive it as soon as possible since it is under 24-hour business operation. Run Mart provides delivery of many products such as groceries, and foods. The groceries that we offer are the fresh groceries that we get every day from suppliers such as vegetables, chickens, fish, meats, and bread. We also provide dry groceries such as flour, sugar, salt, coffee, processed food, and more.

The Run Mart started in early January 2021, managed by five Bumiputeras, and has its headquarters located in Puncak Alam, Selangor. As this is a small company, we only have an office and a warehouse to ensure the smooth running of our business. All the products offered by our company are stored at our warehouse. We are focusing on delivering the products and groceries towards residents at Puncak Alam and areas along with it such as Meru, and Saujana Utama. The delivery is handled by six riders that we recruit. Four workers handle the products at the warehouse and two workers that work in the office to smoothing our business performance.

The need for delivery services is desirable during this pandemic cause people have no choice but to stay at home to ensure their health and safety from being infected with the Covid-19 virus. Run Mart offers a delivery service to make it easier for residents around Puncak Alam to buy foods and groceries since Puncak Alam is declared as a red zone of Covid 19. We provide a service that facilitates the residents around Puncak Alam by delivering groceries ordered up to the front of the house.

Run Mart's main mission is to provide customer satisfaction with our services. As we are still new in this business, customer satisfaction is crucial to ensure customer engagement can be formed and improved. Run Mart's vision is to be the number one delivery service business in Malaysia, offering fast delivery services with high-quality groceries. We chose the name 'Run Mart' because the delivery service we provide is fast. So the Run Mart is the best idea for our business name.

### 1.1.1 – BUSINESS PARTNERS



Saza Najiha Binti Ahmad Hafidz  
(Administration Manager)



Nurlaila Binti Ruselan  
(General Manager)



Nur Ain Nabihah Binti Zulkafli  
(Financial Manager)



Nur Atikah Binti Zainuddin  
(Operation Manager)



Rasyiqah Binti Mohamed Nizam  
(Marketing Manager)