



BUSINESS MODAL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BMC GROUP PROJECT

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EXECUTIVE SUMMARY

Most of the people think to do certain business does not require a complete report of proposal, what the most people out there thinking is to have money in order to start up business. Yes, it is important to have money, but money will be destroyed by the bad idea or incomplete idea of business. Therefore, the purpose of this assignment to enhance our skills and increase our knowledge towards planning an idea on how to do the business.


This Business Model Canvas is practically show us on how to develop the new idea and how to create a better flow of doing business or to helps us to get a loan or grant from financial institution. Moreover, the content of Business Model Canvas covered all parts of new start-up business to guide newcomers of industry to identified what is important the most. It also includes the analysis of the competitors SWOT to get an idea what is a real deal of the market in the same nature of business, at least we are aware before anything to be happened later in future.

The content of Business Model Canvas such as key partner, key resources, revenue stream and all other key point is to guide us on how to interpret the market deals. The most important thing to put ourselves onto the real situation of the business. The analysis is to ensure we do not do anything wrong too much when we in the real situation.

Business Model Canvas also a completed proposal of getting the loans or grants form financial institution because they need to see the idea of the business, is it a realistic and can give profit or not. Therefore, the great and complete Business Model Canvas can persuade the financial institution to gives you loan or grant.

1. INTRODUCTION

1.1 COMPANY BACKGROUND

1.	Name of the business	<p>TEKUMA SDN BHD</p> 
2.	Nature of business	Partnership
3.	Business Location	Suria Sabah, Kota Kinabalu Sabah
	Date of commencement	08 January 2020
5.	Factors of selecting this project	<p>We select this business because of our experience</p> <p>a) in the difficulties to do make up.</p> <p>We want to make people's life convenience in</p> <p>b) following the trend without an expert skill.</p> <p>We want to make people look attractive and</p> <p>c) confident with their makeup.</p>
6.	Future prospect of the business	<p>Our future prospects are we will be well known as the best seller of makeup and to be the first choice among people. Then we will have our own building that contains the complete facilities for a company. Last but not least, we will expose our product to the other successful country to compete with other competitors.</p>