



اَبُو سَيِّدِي تَبِيكُونُو لَوِي مَبَارَا
UNIVERSITI
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MARA



BUSINESS MODAL CANVAS

GREENY CHILL

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY OF BUSINESS AND MANAGEMENT

ENT 530Z

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In the name of Allah, the most beneficent and merciful, who provide us with good health and knowledge for us to accomplish this report. This report is a task given to us in the subject Principles of Entrepreneurship (ENT530). A great opportunity has been given to us as business management student to study real-life entrepreneur business. We have gotten a lot of help from others apart from the internet.

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EXECUTIVE SUMMARY

Greeny Chill is a form of business based on a partnership which consists of five members who hold an important position such as General Manager, Administration Manager, Marketing Manager, Operational Manager, and Financial Manager. The business capital has amounted to RM250,000 where the contribution of each member is RM50,000. This company can be divided into 2 industries which are drinks and services. Those industries are two of the largest industry in the world because people are always going get foods and get drinks. Thus, it makes a never-ending demand for the products where people will continuously crave for them.

Greeny Chill, with the motto of 'A fresh drink for a wealthy mood' is based in Setia Alam, Selangor. This company focuses on providing healthy juices and refreshment drinks. Greeny Chill also offer drinks and refreshment served in a self-serve drink machine.

To make it more convenient, we are focusing on the usage of edible cups and straws in order to reduce the usage of plastic cups. The edible cups and straws are made from candy and jellies that comes from four distinct flavors. These edible cups are safe to be eaten and environmentally friendly.

This study addresses the value of the business model canvas based on the information regarding Greeny Chill. The canvas elements have included customer segments, customer relationship, value proposition, channels, key activities, key resources, key partnership, cost structure and revenue stream.

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1.0 INTRODUCTION

1.1 COMPANY BACKGROUND



Greeny Chill is a local product that was established on 30th May 2021, and we are serving our customers a variation of beverage that focus on juice and refreshment drink with a unique edible cup and straw. The main reason why we decided to come out with this product is because we want to save the earth and increase the awareness of people to reduce the uses of plastic as plastic is a harmful material for our earth. The name of our business is Greeny Chill. The 'Greeny' means the green environment and the reason why we decided to use this word is because our product is an eco-friendly product, and we concern about the environmental conservation thus we want to improve our earth surrounding health. The word 'Chill' gives a meaning of relaxing as our product are produced to give a chilling vibe when our customer enjoyed it.

Greeny Chill is a juice and refreshment drink vending machine business and we do not have any physical store. Greeny Chill is a self-service vending machine with a variety of fresh juice drink and refreshment that will be available at most of public hotspot in Malaysia such as petrol station, mall and selected franchise convenience store partner like Family Mart, Mynewshub.com and Seven Eleven. We decided to choose these places because everyone is spending their time and day at least once in these places.