



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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MARA



AVOCANA SHAKE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : **BUSINESS MODAL CANVAS**

FACULTY & PROGRAMME : **FACULTY OF BUSINESS AND MANAGEMENT**
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE

GROUP : **ENT530Z**

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In the name of Allah S.W.T

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EXECUTIVE SUMMARY

Avocana Shake is a business that specifically sells only avocado banana milkshakes to the customers out there. This enterprise is specialized in making milkshakes with special flavour, avocado banana flavour that is not yet available in the market and is expected to be top flavour of beverage in this modern era.

We planned and decided to open this business as we see the big potential of this beverage sector in the future through our research and findings. We have discovered that the majority classes of customer for this beverage businesses are around teen ages, from our analysis result, we concluded that these classes are boring with same and lame flavour that give us idea to invented new flavour which currently not available out there. As a result, we come out with new tasty, delicious, and unique milkshakes flavour that is available at reasonable price.

Our business will be providing products made from good quality and 100% from halal ingredients. We will ensure that our product is unique and have an amazing taste. We took care of our product quality very seriously. As a differentiated product and service provider, we are confident that our enterprise will be stand out from any other competitors.

Moreover, we already observe that there are fewer competitors that involve in beverages service online that options of variety type of drinks such as milk tea, coffee and fruit juices. Due to that, we took these opportunities to expand our business since we are confident with our skills and creativity to create new milkshakes flavour that will attract many potential customers.

We believe that our new flavour will be highly demanded especially among milkshakes lover as this beverage is suitable to take in any lunch, teatime, or supper. Thus, we hope that Avocana Shake can perform well against any other competitor in beverage industry and hope to be one of the well-known companies in the country. We are so dedicated to operating with full and consistent enthusiasm for learning and being opened to implementing new ideas for a better service.

1.0 INTRODUCTION

1.1 Company Background

The business name “Avocana Shake” is established in 1 May 2021 with the mission to provide a best new milkshakes flavour to the customers. Our business is conducted by providing avocado banana milkshake with special recipe with premium ingredients. The main activity of the Avocana Shake is making avocado banana milkshake with variety toppings, alongside marketing activities to maximize our clientele.

Name Of The Business	Avocana Shake
Business Address	Metropoint Kajang, G-17, Jalan Semenyih, 43000 Kajang, Selangor
Website	Avocana.shake.com.my
E-mail	Avocana1@gmail.com
Telephone Number	03-58274759
Fax Number	03-57129372
Form Of Business	Partnership
Main Activity	Selling avocado banana milkshake
Date Of Commencement	01 May 2021
Date Of Registration	01 June 2021
Registration Number	00111122394-D
Name Of Bank	Maybank Berhad
Bank Account Number	1544928392