



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

CookiesCo is a start-up business venture that is developed to produce the highest quality cookies and service to our customers. CookiesCo sells cookies with a variety of flavor that is curated to suit our customer's taste buds and preferences. By using premium ingredients to produce the best quality of delicious cookies, CookiesCo always ensures that our customers are always provided with satisfaction after purchasing our product.

Being a start-up business, CookiesCo also encounters a few problems since it has been established, such as the lack of expertise in the field due to being very new to the business. Other than that, in order to gain our customer's trust and recognition, CookiesCo have to increase efforts in terms of marketing to enhance the brand recognition.

Since cookies are a snack that is always in demand, CookiesCo offers a range of flavours for our customers. This way every customer will be left satisfied as our flavor are curated to suit everyone's preferences due to the variety range of flavours available. On top of that, CookiesCo always ensures that our customers get the best service every single time.

CookiesCo is currently in a market that is high in demand, with that we currently have two competitors which are Munchy's and Famous Amos. One of the strengths that CookiesCo can highlight is the affordable price and range of flavours.

The purpose of this Business Model Canvas is to show us on how to create a better flow of doing business and create new ideas to improve the business. Moreover, the content of Business Model Canvas can be used to guide a new start-up business in the industry to identify the important elements that the company

1.0 INTRODUCTION

1.1 Company Background

Name	CookiesCo
Business Address	250, Jalan Bandar 13, Taman Melawati, 53100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
Email	cookiesco@gmail.com
Telephone Number	03-6756-0854
Form of Business	Private Limited Company
Main Activity	Retailing premium cookies
Date of Commencement	1 st January 2021

Table 1.0

The name of the company is CookiesCo, the company currently solely focuses on producing cookies as its main production. The company is a Private Limited Company and retails in producing high quality cookies with a variety of flavours, giving their customers many options to choose from.

The company is located at 250, Jalan Bandar 13, Taman Melawati, 53100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. This area is a strategic location for the company as it is a busy area and is surrounded with other businesses such as a self-service laundry, restaurants and many residential areas that can attract potential customers. CookiesCo was first established on 1st January 2021 and was created by the founders to produce cookies with the highest quality as well as providing excellent service that will satisfy our customers.