



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF ART AND DESIGN MARA UNIVERSITY
TECHNOLOGY CAMPUS SERI ISKANDAR**

**AD241
BACHELOR OF GRAPHIC DESIGN (HONS.)**

**ENT530
PRINCIPLES OF ENTREPRENEURSHIP**

**ASSIGNMENT:
BUSINESS MODEL CANVAS (GROUP PROJECT)**

**GROUP:
AD241 5D**

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EXECUTIVE SUMMARY

ANAA Mini 'Kek Batik' is an enterprise that sells mini 'kek batik'. 'Kek batik' is generally known to be chocolate flavored dessert. However, ANAA Mini 'Kek Batik' is available in different flavors such as layered with marshmallow, walnuts as well as berries and raisin and the most important is it comes with one pax packaging that will allow 'kek batik' lovers to eat their 'kek batik' easily at anytime and anywhere.

ANAA Mini Kek Batik is made in small portions that will come in sachets, party packs and box. This can make it easier to eat 'kek batik' as people will not need a knife to slice it into small portion. One can just open the sachet, pick the mini 'kek batik' and eat it whenever they are at any time. The 'kek batik' packaging also prevent the hands from chocolate stain.

ANAA Mini 'Kek Batik' operates through online platform such as social media and online retailers such as Shopee and Lazada. During the Covid-19 pandemic, it is hard to open business physically so it has been decided that the company will only open their kitchen for making 'kek batik' from online orders. The 'kek batik' is also available to order for events or occasion such as birthday party, family day and festive day. Dropships are also available for anyone who interested as we operate with customers during this pandemic fully online.

Last but not least, ANAA Mini 'Kek Batik' has its own business model canvas that has the company's key partners, key activities, key resources, value proposition, customer relationships, channels and customer segments as well as cost structures and revenue streams.

1.0 INTRODUCTION



ANAA Mini Kek Batik Logo

Name of the Company	ANAA Mini Kek Batik
Business Address	526, Lebuah SIBC, 32610 Seri Iskandar, Perak.
Correspondence Address	526, Lebuah SIBC, 32610 Seri Iskandar, Perak.
Website	anaa.com
E- mail	anaaminikekbatik@gmail.com
Telephone Number	086-234896
Form of Business	Product
Main Activity	Dessert
Date of Commencement	4 July 2021
Date of Registration	20 July 2021
Registration Number	1265671-X
Name of Bank	AnaaMiniKekBatik
Bank Account Number	54322326456