



اَوْنِپُورَسِيْتِي تِيكِنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS MODEL CANVAS
(SMILY ORCHID BAKERY AND CAKE)

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SUBMISSION DATE:

23 DECEMBER 2020



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Program Code : BA119 Part : 5 Course Code : ENT300

Course Name : FUNDAMENTAL OF ENTREPRENEURSHIP

Assignment/
Project No. : 2 Due Date : 21/12/2020 Submission Date : 21/12/2020

Assignment/
Project Title : BUSINESS OPPORTUNITY (INDIVIDUAL ASSIGNMENT)

Lecturer's Name : MADAM HAZELEN BT MAT RUSOK

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EXECUTIVE SUMMARY

This assignment is for ENT300 which is fundamental of entrepreneurship, this whole report is about business tools from chapter 4. In this report contains about how Smily Orchid Bakery and Cake company create a new innovation product to sell to the customers. In this report also I introduced my company name, background, and our products. Our Smily Orchid Bakery and cake create a new innovation product which is 'Farra Low Carb Diabetic Cake'. The reason why we create this innovation product be produce is because want to help customers that want to eat a cake but at the same time also want to lose their weight. This cake be produce also want to help obesity and diabetes customer want to eat a cake.

Business model canvas for our new product also has been explained in this report. Business model canvas or BMC has nine building block which are customer segment, customer relationship, channel, key partners, key resources, key activities, revenue streams, value propositions and cost structures. In this the company need to decide which segment to serve and which segments to ignore. Next, value proposition is summarize why a consumer should buy our products that the company provided. Channel means it describes how a company communicates with their customers to reaches its customer segments to deliver its value proposition. Besides, customer relationships are dictating the nature of the relationships that an organization will develop with its various customer segment. The most important is revenue stream, this told about how the company will makes a lot of money. In business model canvas block also contains about key activities, key partner, cost structure and the last one is key resources.

INTRODUCTION

BUSINESS DESCRIPTION

Company Name

My company name is Smily Orchid Bakery and Cake Company. Smily Orchid Bakery and Cake started a business life in Tanah Merah, Kelantan. Smily Orchid Bakery and Cake Company also known as SOB&C company is specialized in manufacturer and wholesaler electronics technology. This company has been in industry for over 15 years. The business started on 22 March 2013

Brand Name



The name given for our new business is 'Farra Low Carb Diabetic Cake'. Smily Orchid Bakery and Cake company now known as one of the branded names in Malaysia. The new innovation product that our company create is a low fibre cake for customer who have diabetes, obesity and also wants to diet. According to the star, some 3.6 million Malaysians are suffering from diabetes, the highest rate of incidence in Asia and one of the highest in the world. 7 million Malaysian adults are likely to have diabetes by 2025, a worrying trend that will see diabetes prevalence of 31.3% for adults aged 18 years and above. Our goal for make the new innovation product which is 'Farra Low Carb Diabetic Cake' is to help reduce the rate of obesity, diabetes among Malaysians. This product was inspired from the social media when the customer suggest to make cakes that help them to lose weight and also can helps diabetes, and obesity customer who wants to eat a cakes.