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UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENURSHIP (ENT300)**

**BUSINESS OPPORTUNITY – (ASSIGNMENT 2)**

**NAME OF COMPANY:**

**TEDBOY BAKERY**

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## **1.0 EXECUTIVE SUMMARY**

This assignment is for ENT300, this whole report is about business opportunity from chapter 4. In this report contain about how Ted Bakery create a new innovation product to sell to the customers. In this report I also introduced my company, background and our products. Ted Bakery prepared a new innovation product which is "Healthy Berry Bread". I will explain about the advantages of this new innovation in Tedboy Bakery.

Business model canvas for our new product also has been explained in this report. Business model canvas or BMC has nine building blocks which are customer segment, customer relationship, channel, key partners, key resources, key activities, revenue streams, value propositions and cost structures. In this company need to decide which segments to serve and which segment to ignore. Next, value proposition is summarize why a customer should try our products. Channel can be defined how a company communicates with and reach its customer segments to deliver its value proposition. Furthermore, customer relationship are dictating the nature of the relationships that an organization will develop with its various customer segments. The most important is revenue stream. It is told about how the company will make money. In business model canvas block also contain about key activities, key partner, cost structure and the last one is key resources.

## **2.0 INTRODUCTION**

### **Company name**

My company name is Tedboy Bakery. Tedboy Bakery started a business life in Kuala Lumpur, Malaysia. Tedboy Bakery is specialized in food and beverage industry. Tedboy Bakery has been in industry for over 8 years. The business started since 2012.

### **Brand Name**

The name given for our new business is “healthy berry bread”. Tedboy Bakery now known as one of the famous bakery names in Malaysia. The latest innovation product that Tedboy Bakery create a bread with acai berry extract to make a healthy bread with not only wheat. With this new innovation it can make our bread more interesting especially for who have a disease. Acai berry extract has a lot of benefit. Acai is most commonly used for arthritis, high cholesterol, erectile dysfunction(ED), weight loss and obesity, detoxification, aging skin, metabolic syndrome and for improving general health. With all of this benefit, we can create a healthy bread for patient have this disease to make sure they can eat a bread without worry.

### **Business Location/ Address**

Tedboy Bakery situated in the heart of Bangsar, Tedboy Bakery first open its doors in July 2012. The location of Tedboy Bakery is No. 10, Jalan Telawi 4, Bangsar Baru, 59100 Kuala Lumpur. The location located at strategic place and the seating capacity are Indoor 44 and Outdoor 16. This bakery has a big space and there is no issue about space.

### **Owner Background**

The owner of Tedboy Bakery is married couple named Edward Tan and Patrina Tang. Edward Tan is the owner meanwhile his wife is co-owner of Tedboy bakery. They are the friendly owners of Tedboy Bakery. Since 2012, Patrina Tang had taken the plunge from being a pharmacist by qualification working as a Product Manager (Marketing) in Pharmaceuticals to being an entrepreneur in the challenging world of F&B. Together with her husband Edward, she started a bakery café concept in 2012 with the birth of their 1st child and they named the business after him. This is how Tedboy Bakery was started. They are both not professional bakers but that did not deter them from going into the industry as there is more to running a business than just baking.

## **Business Core Activities**

Tedboy Bakery is focusing how the product are made .Tedboy emphasize how the bread are made based on the ingredients and the preparation of how the bread are made to make a finished good. This business is focusing how to produce the product. This business that uses some equipment like machine and others to make a finished good. These finished goods can be sold directly to consumers

## **Business Product Offer**

“Healthy Berry Bread” is the first product with many benefits by produce in our company. The founder and co-founder of this bakery created this product name. They inspired the name as “Healthy Berry Bread” because this product give a lot of benefits of health especially for our body health. The reason why they create this innovation product be produce is because to help customers who loves to eat bread can eat something and at the same time can give benefit to their health. Our healthy bread contains acai berry extract .This can make the bread has a flavour from the berry and not only flour.