



اَوْنِبُوْا سِيَّتِيْ تَيَكُوْا لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)

BUSINESS OPPORTUNITY RUBRIC



KU ANIS CAKE & BAKERY

STUDENTS' NAME	MATRIC NUMBER
NIK NURNINA ANIS ALYA BT NIK MAN	2018219898

CLASS: D1BA1195G

LECTURER'S NAME: MADAM NUR HAZELN BT MAT RUSOK

SUBMISSION DATE: 23 DECEMBER 2020

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1. EXECUTIVE SUMMARY

For the second assignment of Fundamentals Of Entrepreneurship (ENT300), it is about how Ku Anis Cake & Bakery developing the new innovation in their product that can be sell to their beloved customers. In addition, the reasons why the bakery do the innovation because they want to create new product and being able to compete with the other competitors. They also want to attract the customers to buy their product. The new innovation of Ku Anis Cake & Bakery's product is Topsy Turvy Cake.

So, the content of this report is about the business model canvas. Business model canvas (BMC) or as known as business opportunity has nine building blocks which are customer segment, value proposition, channel, customer relationship, revenue streams, key activities, key resources, key partners and the last one is cost structures. Basically, this BMC is preparing with the certain reasons as a guideline for the business operations. This is important because they want to ensure all the activities run smoothly.

The main reason of the BMC is to provide direction of the business's future development such as how the business is taking, the goals of this business, where it wants to be and so on. Next, to distribute business resources more effectively and allocate effectively to avoid unnecessary wastage elements in all aspects of the business is also one of the reason of BMC. Last but not least, as a guideline for business's operation in terms of goals, objectives target markets and so on.

2. INTRODUCTION

Ku Anis Cake & Bakery started business at Tanjung Chat. This bakery is a business that offering many various types of foods such as cakes, breads, cookies and so on that targeted for all people especially to the people who lived in Kota Bharu, Kelantan. After the bakery has been long in operation and got lot of experiences in business, so the bakery decided to make new innovation in bakery's product which is Topsy Turvy Cake.

Ku Anis Cake & Bakery came out with the business plan that well managed and strive to achieve their goals to become the most famous product and competitive brand compared to other bakery brand around the world. The product also came with the cheapest price which is can affordable for the customers' satisfaction. The new innovation cake recipe that the bakery provides surely will attract the customers to buy the product and Ku Anis Cake & Bakery will be success with all the passion as they provide the best innovation cake for the targeting customers.

The objective of Ku Anis Cake & Bakery is not only focus on become a global product in bakery business in Malaysia but they also want to sustain that position once they get. The objective of this bakery is signifies that they need to work hard to stay ahead of other bakery which is recently being acquired by other bakery. Absolute Chocolate, Secret Recipe & Muhibah Bakery are the two examples of bakery business that they need to follow. Ku Anis Cake & Bakery also wants to provide high quality product to their customers. Next, the vision of the this bakery is to be the best one of the bakery shop brand in Malaysia that offering a good product at low price so that many people are possible to buy it. Then, the mission is to make sure everyone enjoy when using the product. Ku Anis Cake & Bakery also more focus on the values, innovation and creativity by their own idea.

The owner of this bakery created the new innovation recipe because she knows every people in this world want to get a healthy body. So, the owner of the bakery got some ideas to create new recipe cake that are more nutritious and healthy which is name Topsy Turvy Cake. In addition, this cake also suitable for everyone and at the same time they don't have to think of bad effects when they are eating sweet food. The owner and her employees use fresh fruits which are imported from the abroad which have vitamins in them and they also use collagen to make Topsy Turvy Cake. Fresh fruits with vitamins in them have good effects for everyone to get some healthy body. The function of collagen is to restore and nourish our skin. This new recipe that the bakery provides surely will attract the customers to buy it.

3. DIAGRAM OF BUSINESS MODEL CANVAS (BMC) : TOPSY TURVY CAKE

