



FACULTY OF BUSINESS ADMINISTRATION

Fundamental of Entrepreneurship (ENT300)

Individual Assignment :

Business Opportunity

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INTRODUCTION

Since 2019, our country has been facing pandemic corona virus (Covid19), the Prime Minister has announced that our country needs to stay at home because of Movement Control Order (MCO) to prevent the spread of the virus. All people in this country will start a new norm which is wear a face mask, social distancing, and stay at home. Based on the experience, people need a food to stay alive. So, I come out with one idea to improve a Takoyaki Express for people get need a snack that provides some healthy and beauty for them.

BUSINESS MODEL CANVAS

Key Partners	Key Activities	Value Propositions	Customer Relationship	Customer Segments
<ul style="list-style-type: none"> • Raw material suppliers • Building rental • Staff 	<ul style="list-style-type: none"> • Advertising • Updating new product design • Production 	<p>Problems : provide affordable price of food and wanted to fulfil all the customers' orders every day, and need to think how to delivery order to the customer.</p> <p>Solution : need more staffs to make the foods and staffs to delivery the orders.</p>	Community between customers and delivery	<p>Customers</p> <ul style="list-style-type: none"> • Customers at all ages can eat this food. • People who need a snack that provide some healthy nutrient
	<p>Key Resources</p> <ul style="list-style-type: none"> • Financing • Physical : kitchen, food, inventory, kitchen tools for preparation. • Human : staffs 		<p>Channels</p> <ul style="list-style-type: none"> • Social Media Platforms (Instagram, Facebook) 	
<p>Cost Structure</p> <ul style="list-style-type: none"> • Ingredients and packaging material • Commercial building rental fees • Cost of material 			<p>Revenue Streams</p> <ul style="list-style-type: none"> • Advertising • Direct selling • Monthly promotion 	

1.0 Value proposition

Value that we provide is affordable price of food and need to fulfil all the customers' order every day and need to delivery the order to the customer. This food is easy to prepare. People can cook whenever they need. It takes a few minutes to cooks Takoyaki Express and its very delicious to enjoy with your family.

2.0 Customer Segment

The most important customer that we are trying to target and sell the product is student and workers who want to enjoy their food at home with family. Since the outbreak of the Corona Virus, everyone needs to stay at home. They need a food that easy to prepare and the food that can eat by all ages. Also, a snack that provide some healthy nutrient to the consumer.

3.0 Customer Relationship

Regular customers are playing a role in growing a business. For this business, faster delivery is one way to make customers repeat our product. For example, a deliver need delivery the order within a day to customers and being nice to the customers. So that customers do not need to wait for the food too long. If we give a good service to the customer, they will feel comfortable with our services and food and they will repeat order the Takoyaki Express.

4.0 Distribution Channel

Channel is very important to allow customer contact with our business. Channels play a role to deliver the value proposition to the customer. Since today, people prefer online shopping because it will save their time and energy. For this business, media social is the famous channel. Among the social media used are Instagram, Facebook and WhatsApp. This social media will display the contact number of the company, list of the agent and stockist and people also can message through direct message. People tend to use social media everyday and all the time, so it will be easy for them to buy the product.