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EXECUTIVE SUMMARY

Doorgiftmurahlah is a business that produce delicious snacks that meet with the customer's taste. There are variety of products that Doorgiftmurahlah provide, for example cookies and popcorn. Other than snacks, Doorgiftmurahlah also provide door gift product to their customers. The price for each of the product are cost-effective and they have a good quality product which it helps to attract customer.

According to this report, we have included a brief introduction about Doorgiftmurahlah background. Then it followed with the purpose of the Business Model Canvas where we will explain more on their Business Model Canvas elements. Lastly, we will give a conclusion about the report and provide recommendations and also improvements that this business can do to improve their business in the future.

The purpose of making this report is to identify how their Business Model Canvas are built. As we have made a research and an interview with the owner of the business, we are able to fill all of the category in the Business Model Canvas such as customer segmentation, value propositions, channels, customer relationships, revenue streams, key activities, key resources, key partnership, and cost structure. To sum everything up, we hope this report can give a complete idea on how this business makes their Business Model Canvas.

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND

Doorgiftmurahlah is a business that is based on partnership. The company is owned by Syifa' binti Jamil as a founder and secretariat while Izwan bin Kamarudzaman is a manager and director for the business. Doorgiftmurahlah is headquartered in the city of Shah Alam, Selangor. The company was established on March 1, 2020 during COVID-19 pandemic. The location can be considered as strategic since Shah Alam is a city and the state capital of Selangor, Malaysia. Therefore, they already located the business within a short distance of large population centres that will attract more of their potential customers. Also, the supplier of the products offered is in Klang which is nearby with the business location. Thus, it helps to reduce the cost of production and transportation.

The business nature is under the food and beverage industry. Doorgiftmurahlah is a product-based company that offers a variety of door gift items with affordable prices and suitable for events and special occasions. The business aims to offer their products at an affordable price to meet the demand of their target market. Doorgiftmurahlah intends to hire more employees in the future since the business currently only has two employees that handle customer service and day to day operations.

Doorgiftmurahlah is a brand name that expresses the satisfaction of the price offered by the business with a good quality of products. Doorgiftmurahlah is a small business partnership that is still growing in the food and beverage industry. Therefore, the business aims to develop continuous development to their products provided so that their business will grow much better in the future endeavours.