



# **BUSINESS MODEL CANVAS: ARDORA NATURAL**



**Prepared for:  
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## **ACKNOWLEDGMENT**

Success is such a greatest happiness for every individual in striving for something. And for me, it is difficult for me to succeed in a mission and when it succeeds, I am very grateful and proud. The results I got from many people who helped me in accomplishing my social media portfolio reporting assignment. So, I would like to say a million thanks to those involved in the process of completing this social media portfolio report assignment.

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## **EXECUTIVE SUMMARY**

Jamu Tun Teja is a traditional medicine. This is a well-known herbal medicine made from natural ingredients such as roots, bark, flowers, seeds, leaves and fruits. Established since June 2016 as Jamu Empire Enterprise. Registered as Jamu Empire Sdn. Bhd. Bermuda from 30 October 2017. Founded by Hazira Azihan Abd Wahab and started business in Penang, Malaysia. Jamu Tun Teja is very well known as a maker and distributor of traditional natural products based on high quality herbs, believed to help improve the overall health status, especially for women. The brand for every product on the market definitely has a high standard of quality that needs to be achieved to achieve exceptional excellence in business. The same goes for Jamu Tun Teja which has succeeded in becoming the brand of choice that prioritizes safety and is believed to be effective as a natural medicine. Focusing primarily on selling natural health products, the idea came about because of my interest in the product itself. The preparations were detailed and I decided to become a Jamu Tun Teja dropship and run this business on Facebook. By uploading various advantages of Jamu Tun Teja products and trying to spread the greatness of this product for health. With 40,000 followers on Jamu Tun Teja's official Facebook account, I try to get customers' attention more effectively through various means. I became interested in this product when I tried to practice Jamu Tun Teja and it was very effective for me. After becoming a regular customer and getting a good impression, I started planning and wanted to generate income as a dropship under the auspices of Leader Ca for Jamu Tun Teja Muar branch, Johor.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Business information sheet

Name of Business (with logo)	:	
Name	:	Nurul Aqilah Binti Multazam
Phone number	:	01111426712
Email	:	qilamultazam@gmail.com
SSM registration	:	-
Official business email address	:	qilamultazam@gamil.com
FB webpage address	:	<a href="https://www.facebook.com/Jamu-Tun-Teja-By-Qila-Multazam">https://www.facebook.com/Jamu-Tun-Teja-By-Qila-Multazam</a>
Instagram link	:	-
Brand name	:	Jamu Tun Teja
Online business model	:	Dropship Agent
Nature of business	:	Selling and delivering Jamu Tun Teja
Type of products	:	Traditional Medicine
Main competitors	:	1) Jamu Ratu Malaya 2) Pengaseh HQ 3) D'Herbs 4) Jamu Jelita