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(ENT 530)

PRINCIPLES OF ENTREPRENEURSHIP

BUSINESS MODEL CANVAS

(Kuaci Bakar Letopz)

GROUP: (AD241 5A)

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EXECUTIVE SUMMARY

Business Model Canvas (BMC) is a strategic management and entrepreneurial tool that allows entrepreneurs to describe, design, challenge, invent and pivot the business model. Learning from the business surroundings and competitors are the best tools to set up businesses which is why BMC plays a huge role in running a business. The business that we chose was *Kuaci Bakar Padu Letopz*. Muhammad Saifuddin bin Che Othman owns Kuaci Bakar Padu Letopz, a small local business in Sri Petaling, Malaysia. He started the business in 2019 after finishing an assignment for his degree entrepreneur course, ENT530, Principle of Entrepreneurship.

Looking at *Kuaci Bakar Padu Letopz's* product and pricing, they are certainly successful in providing the most affordable toasted sunflower seeds snack in the local market. Customers can choose their preferred type of toasted sunflower seeds between original and spicy.

The concept of *Kuaci Bakar Padu Letopz* is to produce quality and consistent products, provide fast and flexible services to achieve one hundred percent consumer satisfaction. It also emphasizes homemade local toasted sunflower seeds.

In a nutshell, we have analyzed the business using Business Model Canvas (BMC) by listing our customers segments, value proposition, channels, key partner, key activities, customer relationship, key resources, cost structures and revenue streams. This analysis gives the business structure of a business plan without the overhead and improvisation.

1. INTRODUCTION



1.1 Business Background

Kuaci Bakar Padu Letopz is a product based on sunflower seeds. It is baked without flour and not fried to maintain the nutrients of the sunflower seeds. Guaranteed halal and clean. Kuaci Bakar Padu Letopz products have two flavours, Original and Spicy which comes in a 300g plastic jar.

Name of Business: Kuaci Bakar Padu Letopz

Business Location: Sri Petaling, Selangor, Malaysia

Business Address: 34, Jalan 3/149D, Zon M, Bandar Baru Sri Petaling, 57000 Kuala Lumpur

Website Address: <https://shopee.com.my/kuacibakarpaduletopz>

Form of Business: Sole Proprietorship

Date of commencement: 2019