



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
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TEKNOLOGI
MARA

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SURF FRIES

FACULTY OF BUSINESS AND MANAGEMENT PROGRAMME

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) TRANSPORT (BA247)

ENT530N

BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

Surf Fries offers a variety of cheese fries menu items using fries as the main ingredient. One of the reasons we choose the name Surf Fries is because the fries have a great flavor and a soft texture. Plus, it also reflects to the quick preparation of cheese fries with a delicious taste by us for our customers. Furthermore, we chose to sell cheese fries because of their soft texture and the taste, which is good for people of all ages, including senior citizens. As we follow the trend, our company is linked to up to date information.

Our store is located at Tesco Extra Tebrau City, Lot G2A, Persiaran Desa Tebrau, Taman Desa Tebrau, 81100 Johor Bahru, Johor. We choose it as our business location since it is located in a key region close to Aeon Tebrau City, Ikea, the hospital, and many other amenities. Furthermore, customers will always pass by our stall on their route to the grocery store, and it may catch their interest.

To promote our goods, we used social media as a platform. Instagram and Facebook are the social media platforms that we have been using. In addition, we developed a website to advertise the business, and it will be easier for customers to reach us because we will display our business details on the internet. The customers could make an order through online or personally contact us by WhatsApp and we will personally deliver it ourselves because we have provided delivery services.

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND

Surf Fries is the name of our corporation. We chose the name Surf Fries as the name of our firm because it represents our wonderful cheese fries, which we serve with a wide range of menu options. We think that by giving our shop a distinctive name, we may entice more people to visit us and purchase our one of a kind goods. Our main task is to create various types of menus built with cheese and fries. This is done in order to entice more customers to eat cheese fries. Plus, we get our fries from a supplier. Following that, we made it on our own. Our company creates food for people to eat and enjoy. In fact, our food products are appropriate for people of all ages, genders, and religions.

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Our company began operations on March 5, 2021. It is our agreed upon date for when the activities will begin. One of the reasons we chose this business is because people nowadays enjoy eating fast meals. Plus, in our opinion, creating a cheese and fries menu is much simpler and takes less effort. As a result, by selling cheese fries in a variety of menus, customers can be enticed to try new and diverse flavors. Furthermore, our future plans include the expansion of Surf Fries locations and the continued improvement of all parts of our business and product. Finally, in order to compete with other competitors, we will establish a high-quality standard in the production of our food products.