



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLE OF ENTREPRENEURSHIP (ENT530)**

**BUSINESS MODEL CANVAS (BMC) REPORT**

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**SUBMISSION DATE:**

**9TH JULY 2021**

## **ACKNOWLEDGEMENT**

First and foremost, we are grateful to Allah for giving us a chance to settle this Business Model Canvas assignment as one of the requirements that need to be accomplished in the course work assessment for subject code ENT530.

We would like to express a thankful gratitude to my entrepreneurs (ENT530) subject lecturer Madam Nadiah Maisarah for the guidance and encouragement in finishing this assignment and for teaching us in this course. She has given a good service by providing useful information. Without her, we would not be able to complete this assignment.

This assignment has been supported by many people, especially our parents, who give us some advice and morality to do this assignment. Also, a great thankful to our friend especially our classmate ENT530 S that gave us supporting help and guidance during the process completion of this assignment. Lastly, to those who had involved and contributed directly or indirectly to this assignment. Thank you for supporting us until the end of this assignment. We deeply apologize if there was anything wrong with us during this specific work period.

Therefore, we hope this Business Model Canvas assignment will give a reader an understanding on how to manage a company by using this method. Last but not least, we also gain a lot of benefits throughout this assignment. In doing this assignment, it has helped us to enhance our knowledge regarding 9 blocks of business model canvas (BMC) which are key partners, key activities, value proposition, customer relationship, customer segment, key resource, distribution channel, cost structure and also revenue stream. These 9 blocks of Business Model Canvas (BMC) are very important in every business. So, it is very helpful for us in the future to start our own business.

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## EXECUTIVE SUMMARY

Nowadays, the food industry has been increasing very well day by day. The cookies crunchy has been very well known and popular for today and the past few years. LarvaChoco Cookies is one business that has a combination of chocolate and cookies including crunchy tasty. This business is focused on consistent effort in fulfilling customer's craving and providing high customer satisfaction through the best quality of product, excellent service and becoming number one of favourite cookies with larva of premium chocolate along with affordable prices ever. We aim to give quality cookies that come freshly from the oven and put premium chocolate which will attract chocolate's lover to buy it. We also have trained each other to make sure we have a broad knowledge of how to build a good relationship with customers. Also, we build good teamwork to increase our motivation to enjoy doing a business together.

Larva Choco cookies have been created to solve the problem of customers who crave snacks especially for kids and students. As nowadays, gadgets are necessary things in people's lifestyle. So, we use online platforms such as Facebook and Instagram. Those who want to order cookies from home can use it, and wait for the order to be delivered in front of their houses. The business also provides a COD and by pos for customers. The delivery service is fast and on time.

The mission of the business is to provide delicious and quality baked cookies for our customers at an affordable price. In order to fulfill the mission, we as a team and partner need to cooperate together in giving full efforts to operate the business efficiently and effectively.

Our vision is to deliver full customer's satisfaction through our best quality products and to be the best company in making a variety of cookies in Malaysia as well as able to expand into the world market. Moreover, we want to maintain our reputation and quality product from other competitors to ensure customer's loyalty towards our business.

## COMPANY INFORMATION

<b>Business' Name</b>	LarvaChoco Cookies
<b>Type of Business</b>	Partnerships
<b>Business' Address</b>	56-58 Jalan Rugbi 13/30, Tadisma Business Park Section 13, 40100 Shah Alam, Selangor Darul Ehsan, Malaysia.
<b>Telephone Number</b>	03-78596776
<b>Main Activities</b>	Baking
<b>Date of established</b>	1 March 2021
<b>Registration Number</b>	JM0841773-H
<b>Social Media</b>	Instagram and Facebook: LarvaChoco Cookies

*Table 1: Company Information*