



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : BUSINESS MODEL CANVAS

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SEMESTER	: 3
PROJECT TITLE	: BUSINESS MODEL CANVAS (BMC) FLYMSIA AIRLINES
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ACKNOWLEDGEMENT

Alhamdulillah, first of all we would like to show our gratitude to madam Nadiah Maisarah binti Abdul Ghani, lecturer for the subject ENT530 (Principles of Entrepreneurship) at University Technology Mara (UiTM) Puncak Perdana for guiding us in completing this assignment throughout numerous consultations. We would also like to expand our deepest gratitude to all those who have directly and indirectly guided us in writing this assignment.

We would like to thank our parents for supporting us. Lastly, thanks to all group members that always stick together and also work hard to produce quality assignments with all effort and responsibility. Hope that the effort will give a lot of benefits to us and our group project. Thank you.

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EXECUTIVE SUMMARY

This report of the business model canvas is an group project that need all of students in the group to set up new business, which is a real entrepreneurial business. For this project, we have chosen the FlyMsia Airlines as our business because we sure that this company can help people to travel in entire world and help them to get a job. In FlyMsia Airlines, they provide many services to make concerned with customer comfort.

1.0 INTRODUCTION

1.1 Company Background



Figure 1 LOGO OF FLYMSIA AIRLINES

FlyMsia Airlines is a combination of Fly Malaysian Airlines. It was established on 8th July 2021. This business typically independent and helped by many organisation to run the business. In this airlines, it is a low cost carrier with the widest route connectivity and largest customer base. FlyMsia's success has taken flight through the continued confidence of our guests who prefer a no-frills, hassle free, low fare and convenient option in air travel. FlyMsia slogan is 'Lets Fly Together'. This airlines first and main base is at Kota Kinabalu International Airport in Sabah, while its secondary hubs are at Kuching International Airport in Sarawak then at Kuala Lumpur International Airport. The FlyMsia Airlines subsidiaries are the likes of Air Asia Airlines and MAS Airlines. The purpose of FlyMsia Airlines establish is to transport passengers and their luggage from one point to another.

The Services/Offers in FlyMsia Airlines

In FlyMsia Airlines, we provide a good services for our customer along the way so our customer in a comfortable state when inside the plane. First services that we provide are offers free Wi-Fi access. Some of the airlines can't provide the Wi-Fi because of the loss connection in the air and cannot access internet and every customer want to update their activity during the flight in their social account. In this airlines, we provide it with according to a set time so it cannot disturb the flight signals and flight becomes smooth. We provide this Wi-Fi access not