



اَوْنِبُوْ سَيِّتِيْ بِاْتِيْكَوْ لُوْ كِيْ مَارَا
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MARA



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Executive Summary

This business is based on partnership where the important position is handle by four parties; Miss Siti Maisarah binti Abdul Jalil as general manager, Miss Iylia Adlina binti Arpizan as marketing manager, Miss Najla Shahira binti Zukimi as operational manager and Miss Robiyatul Adawiyah binti Mohd Shokri as financial manager.

The business capital is amounted RM30,000 where the capital is capital is shared as follows; Miss Maisarah distributed RM 3,850.90, Miss Iylia distributed RM 3,750.50, Miss Najla distributed RM 3,700.60, Miss Robiyatul distributed RM 3,698 and the other RM 15,000 is taking by Bank Islam's loan. A business named Chocomoist's Heaven serves various types of well-known cakes. Chocomoist's Heaven is a cafe which focuses on many different types of chocolate cakes that serves many flavour filled with juicy and tasty fruits that has been added on as the topping of the cakes.

In addition, the simple method and ingredients give our business a lot of benefits, and we are highly confident that in Malaysia our market can be easily built and spread. In the near future, we expect this company to become more evolved and with the latest innovation in encouraging people enjoying the cakes made by Chocomoist's Heaven will therefore increase. Our company is expected to begin in 2020 and our goal is to successfully produce premium cakes that will satisfy the customers without doubt to try our productions.

Our physical bakery is located at Petaling Jaya, Klang Valley and the choices for our selected location is because we see a great number for potential customer which is mainly comes from Selangor. Plus, after many findings, we found no other company nearby that offer same service like us. The location is also considered strategic because we are not far from suppliers and it is in a develop town area. Our business luckily will not be affected much by the government policies (service and tax) as there are not much of a raw materials or assets that incur big values. Thus, our expenses will not be much, and we can offer cheap services price for customers. In marketing aspect, we will fully utilize the ease of social media and online network. Our customer can make their orders through Food panda services or can directly message us through WhatsApp while payment can be made through online banking. This will also become our strategy for marketing and promoting as we will mainly be done it through our company official account in Facebook and Instagram. As such, our company aim for efficient, easy and trustworthy service delivery.

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1.0 Introduction

1.1 Business Background and Business Structure

The Chocomoist's Heaven Enterprise which is located at Petaling Jaya, Selangor, involves producing many kind of premium cakes that has different flavours and sizes. The location is also considered strategic because we are not far from suppliers and it is in a develop town area. This business was established on 1st January 2021. This business is based partnership where the important position is handle by four parties. The Chocomoist's Heaven is a cafe which focuses on dessert that serves cakes filled with juicy and tasty fruits that add on lots of sweet flavour syrup.

1.2 Purpose of Business Model Canvas Preparation

Before starting any business, there are numerous steps that must be completed. A business model canvas is simply a design for the successful operation of a business, and it can be the first step in starting a business. The business model canvas is undeniably a useful tool for sharpening the focus and clarifying the goals of this company. Our business model canvas preparation serves several purposes. These include identifying the core components of the business model in the shortest amount of time. As a result, the purpose of preparing a business model canvas is to guide a business owner in identifying and evaluating a business model while developing the business. The details of business model canvas are extremely useful in ensuring the business's survival. Customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure are the nine elements that comprise the business model canvas. If a business owner can identify all nine elements, it will be easier for them to reflect on and imagine their company's performance, outcomes, and growth.

The business model canvas purpose is to clear one's mind so that one can see clearly what the business mission and vision are. Other than that, it is also to make the business plan systematic, so that entrepreneurs can refer to it at any time to follow the plan. From this statement, it is clear what the purpose of business model canvas preparation is because it can help to set up the business plan and will undoubtedly provide many benefits to us as new entrepreneurs. Preparation can aid in understanding business in a straightforward and structured manner. This canvas will provide understanding of where customers serve, what types of value propositions are offered through which channels, and how much profit the company can make. Aside from that, can help entrepreneur to understand what kind of business model the competitors are using so that they can devise a strategy to outperform them. Finally, the business model canvas gives us a baseline and generates additional ideas