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UNIVERSITI
TEKNOLOGI
MARA



CASE STUDY: COMPANY ANALYSIS

M.O.S.STUDIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530):ASSIGNMENT 1 CASE STUDY

FACULTY & PROGRAMME : BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
FINANCE

SEMESTER : 4

PROJECT : CASE STUDY (BUSINESS MODEL CANVAS)

TITLE

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EXECUTIVE SUMMARY

Interior design and architecture is a field that is always in high demand from clients. That is why M.O.S Studio who have worked in this sector for more than three years has seized the chances to establish their own business in this design and built field and M.O.S Studio has started a business in this field as a small business.

M.O.S Studio operate their business at Kg Felda Sendayan, Negeri Sembilan. Most of their customer are from Seremban only as their company has only been operating for over a year. Even though they had four projects in their first three months of business, they still lack with their marketing issues. As a result, the owners of M.O.S Studio need to aim and try to increase their marketing efforts and in order to doing that they need to use the Business Model Canvas (BMC) analysis as it acts as a tool for entrepreneur to understand more on how to run their business.

A Business Model Canvas (BMC) is a strategic planning tool for defining and presenting a business concept or idea quickly and effectively. It consists of 9 key factors that are needed which are key partner, key activities, key resources, unique value proposition, customer relationship, channels, customer segments, cost structure and revenue streams. Every each of the elements are important as it allows them to think about issues other than their product or service as well as their business will become clearer when they know on how they will run their business, what resources that they need to require and who will you serve. In this tool, also it will help the owner to identify on how and what they can do in order to expand their business as well as guiding them to achieve their goals by communicating with their team, investors, partners, employees and so many more. For M.O.S Studio, what we notice is that they are less likely to engage in marketing activities to promote their business.

Lastly, what can we conclude is M.O.S Studio were committed to making a continuous step to satisfy customers' needs and provide high levels of customer satisfaction through

exceptional service in this interior design and construction and renovation services and wish that M.O.S Studio will always be the preferred choice of people in this fields.

1.0 INTRODUCTION

1.1 Background of the Study

As a UiTM student of Bachelor in Businesses Administration (hons) Finance, we required to take Principle of Entrepreneurship course (ENT530). Entrepreneurship is important to the success and expansion of businesses, including the growth and prosperity of regions and nations. Before starting a business, entrepreneurs need to know what to do also action to be taken to ensure their move smoothly form starting until end of product or service.

Next, when an entrepreneur wants to build a business, they need to focus on BMC, which is, stand for Business Model Canvas. BMC is reflecting systemically on a business model, so a company can focus on their business model segment by segment. Business model canvas is a great instrument to help in understanding a business model for an upfront in planned way.

In this study, as per instruction given, we need to conduct a case study on small micro business on their BMC, as well as finding problem and solution. We have selected one micro business, which is M.O.S Studio for our case study.

1.2 Purpose of the Study

In this assignment, we need to make a case study on one micro business in any industry but conduct it on online interview. We need to analyze the chosen company using Business Model Canvas (BMC) tool and identify the problem face by the business. The company or business that been selected is M.O.S Studio.

The business model canvas is a one-page document that covers the most crucial aspects of starting a company. A template defines a business using a business model canvas and then

expands on it afterwards. It is beneficial for ease communication within the organization, partners, employees, and investor in order to bring them on board with the company's mission. In the same time, it will reduce the risk of failure so business model canvas can help a business with the execution steps requirement to take a business idea to the market.

Finally, and maybe most crucially, we must provide appropriate solutions to improve corporate performance. Apply the ideas and knowledge addressed in the coursework to the practical circumstances at hand in this case study by relating the theory to a practical situation.

2.0 COMPANY INFORMATION

2.1 Company Background



Name of Company	M.O.S.STUDIO
Nature of Business	Partnership
Industry Profile	Design and built
Location of the Business	P10, Jalan Melati, Kg Felda Sendayan, 71950 Seremban, Negeri Sembilan
Date of Business Commencement	1 st July 2020
Date of Registration	8 th July 2020
Factors in Selecting the Proposed Business	High demand for interior design in Seremban
Future Prospect of the Business	To have branches in every state in Malaysia and also internationally (Singapore, Indonesia, Thailand)