



اُونِيُوَرَسِيْتِي تِي كُونُوَلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## PRINCIPLES OF ENTREPRENEURSHIP

ENT 530

“BUSINESS MODEL CANVAS”



PROGRAMME: BA243

GROUP: ENT530U

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After that, we would like to thank both of our parents for their support and prayers who never gave up helping us from beginning to end. Lastly, a big thank you to all the group members, Ili Farhana, Ain Alia Arissa, Nur Syamimi, Nurul Muyassarrah, Fatin Azhan and Nur Alia Nadia for carrying out their responsibilities in preparing the BMC report and thank you for providing cooperation in completing this assignment. Without their cooperation, it is difficult to complete the task.

## **1.0 EXECUTIVE SUMMARY**

The Business Model Canvas (BMC) has been useful for mentoring in the design of new products and services through its nine basic elements in terms of logical and emotional perspectives. This can also provide understanding to our group to share perspectives, ideas, and thoughts about the product, and ensure a clear understanding between staff and make good and strategic performance measures in design. This BMC can also help each company in understanding their business model, competitors, and customers well.

The BMC is very important for us to start our business, which is Hello Bundle. This is because BMC will help our business to achieve its goals and objectives. In addition, Hello Bundle will teach many of our competitors by mapping and documenting our business models. By using this material, we will get a more in-depth picture of what consumers want and what we want to pay for. However, our business has a better picture of how customer desires need to be met in the industry and not just in our place.

Hello Bundle, is located in the middle of Klang Valley and runs by 6 employees namely Ili Farhana, Nur Syamimi, Ain Alia Arissa, Fatin Azhan, Nurul Muyassarrah, and Nur Alia Nadia. We have experience working in a bundle store, therefore, we set up the Hello Bundle business. Our business only focuses on things like beautiful clothes, fabrics that are very comfortable and undamaged for our customers. This Hello Bundle business is different from other businesses. This is because we provide clothes whose fabrics are very different.

Lastly, for this business to succeed, we need to have successful relationships with our customers, because to keep them loyal to the business we run and establish trust with them without any problems.

## 2.0 INTRODUCTION

### 2.1 BACKGROUND INFORMATION AND BUSINESS STRUCTURE



<b>Name of company</b>	Hello Bundle
<b>Nature of business</b>	Partnership
<b>Industry profile</b>	Apparel and textile industry
<b>Location of the business</b>	Hello Bundle No. 5, Jalan Bentara 7, Taman Saga, 68000, Ampang, Selangor.
<b>Date of registration</b>	1 <sup>st</sup> June 2020
<b>Date of business commencement</b>	5 <sup>th</sup> June 2020
<b>Factors in selecting the proposed business</b>	<ol style="list-style-type: none"> <li>1. lovers of bundle goods.</li> <li>2. Share interests with consumers.</li> <li>3. Want to prove the bundle has good quality.</li> <li>4. Sell affordable goods.</li> </ol>
<b>Mission</b>	Promising the highest quality, latest trends, and services.
<b>Vision</b>	Able to be a global brand that values quality and provides full customer satisfaction to remain loyal.