



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENUERSHIP (ENT530): BUSINESS MODEL CANVAS

FACULTY & PROGRAM : FACULTY OF BUSINESS AND MANAGEMENT &
BACHELOR OF HEALTH ADMINISTRATION (HONS.)

SEMESTER : 4

GROUP : ENT530U

PROJECT TITLE : GROUP ASSIGNMENT (BMC)

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DATE OF SUBMISSION : 06 JULY 2021

ACKNOWLEDGEMENT

Alhamdulillah, first of all we would like to thank Allah SWT for guidance in giving us full strength to complete our assignment for Business Model Canvas and finally we were able to finish up our assignment that has been given by our lecturer. We are really grateful because we managed to complete this assignment within the time given by our lecturer. We have been deeply guided by our lecturer, Dr. Syukrina Alini binti Mat Ali, and big thank you to her because of her guidance, encouragement and enthusiasm in ensuring us to complete this assignment correctly and successfully. We also would like to thank everyone especially the group members who have been contributed days and nights to complete this task. Finally, we express our gratitude towards our family, for their well encouragement and understanding that we have received in completing the assignment.

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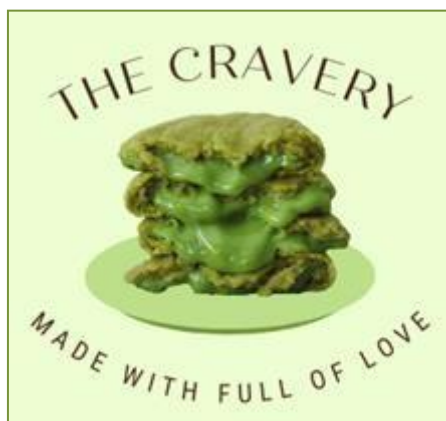
EXECUTIVE SUMMARY

Our company is named The Cravery Sdn. Bhd., and we excel in providing cookies with distinctive flavours that are hard to come across on the market. We are committed in the food industry because we see the possibility for our business to develop, which is something that other businesses rarely do. When we consider how little our competition would be, we know that our concerns will diminish one by one, since we now understand that we must focus on exceptional service delivery and marketing. We are conscious of the public's expectations and perceptions of this industry, therefore we intend to educate individuals along the route about the uniqueness we can bring in our business. Furthermore, the food sector is what consumers consume and buy on a daily basis, especially when we are providing cookies with unique flavours. We also took a few courses and workshops to ensure that we produce something unique and increase our credibility in this industry. As our passion in the food industry converges, we are confident in the direction we chose for this business venture.

The Cravery Sdn. Bhd. uses various chances to increase their income by using contemporary technologies to advertise the product, and the social element of a variety of special seasons and a great economy to meet market growth. We also sell our cookies through offline and online channels. Our physical store is located at Setia City Mall, Shah Alam and we sell our cookies at the booth. We believe by using this channel, we could increase our sales and reach our customers offline too. At Setia City Mall, Shah Alam, our physical shop and we sell our cookies on the stand. By leveraging this channel, we feel that our sales can improve and can reach our clients offline too. The reason for our chosen position is because we observe a large number of potential customers, particularly from Setia City Mall's shoppers. As mentioned, our target customers are cookies' lovers and nearby residents in Bandar Setia Alam. People within the area can also buy our cookies from the Foodpanda mobile application. For distant customers, they can reach us through our Shopee and also Instagram which is @TheCravery.

1.0 INTRODUCTION

1.1 Company Background



The Cravery is started as a small-scale business that sells matcha green tea cookies. It was founded in March 2020. At first, this business only started out on our business Instagram account and sales were made from orders that we received from friends, mutual, relatives and family members. After operating for one year, the brand and business has developed well and it led to the creation of the current brand name, The Cravery. The reason why this name was chosen is because the name is very unique and we want to show our identity that we are the one and only company who sells matcha green tea cookies. Our company also has a partnership with Forever Food Industries (FFI) to get the ingredients for our matcha green tea cookies. Our cookies are made with love and only use the finest ingredients imported from Thailand and around the world to give one of a kind flavors, distinct textures and great taste to our customers. By using the best ingredients, like imported green tea from Thailand, semi-sweet chocolate chips and flavourful nuts, these homemade tasting cookies became famous just by word of mouth.

Since the company is local and has their own warehouses, all processes such as marketing, advertising and customer service is done through online platforms such as Instagram, Shopee, WhatsApp and we also have a booth in Setia City Mall, Shah Alam. Besides that, we also use food delivery such as Foodpanda. Physical processes such as production of cookies, preparation, cleaning and pricing items are done by our company which is located in Setia Indah, Setia Alam, 40170 Shah Alam, Selangor. The purpose of this business is to provide a variety of cookies to enjoy.