



اُونِيُوَرَسِيْتِي تِيكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fundamentals of Entrepreneurship (Ent300)

Report for The Business Model Canvas



BUSINESS: BAKERY (FROZEN FOOD)

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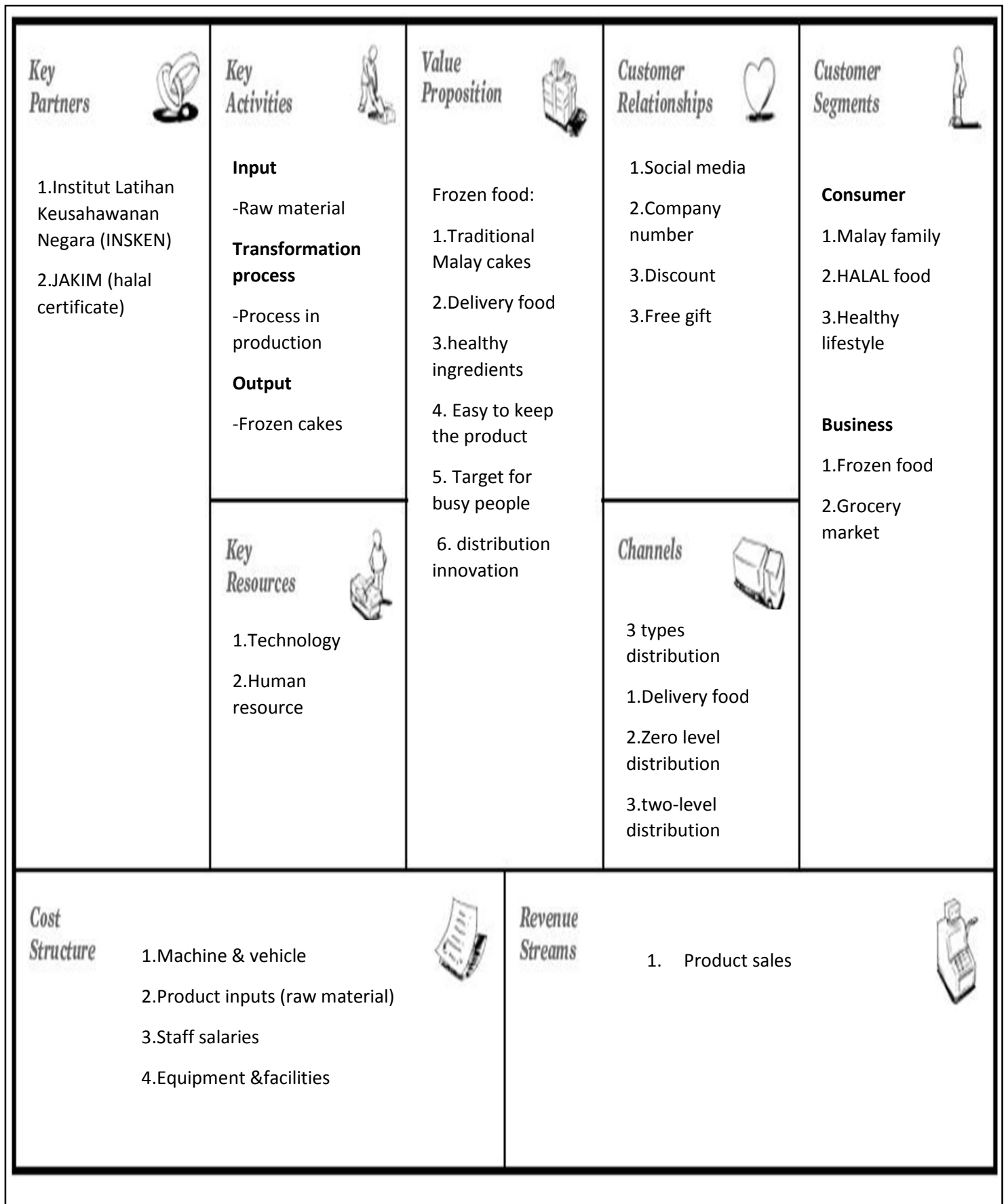
INTRODUCTION

I am Aida Nazifa Binti Rosli. My identification card number is 990206025058. I expected grade in diploma business studies. My skills are easy to engage with the public to promote my business and I also emphasize timely working hours so that my work can be completed quickly. I used my work experience at the flower shop as a motivation to run this business. From there, it helped me a lot.

I run a frozen food business called the Ida Bakery. This business is located at 530, Kampung Banggol Kiat, 08200, Sik Kedah. Customers can contact me in four ways through email (aidanazifarosli@gmail.com), Facebook (Aida nazifa) and via phone number or Whatsapp. Our business offers food manufacturing and delivery food to the customers.

I would like to take this opportunity to thank my lecturer, Sir Najmie Bin Osman for his support and guide to complete my assignment. Then also my friend, parents and my classmate for their support and encouragement. I really appreciated.

Diagram



Value Proposition (Offer)

A value proposition is a promise of value to be delivered, communicated, and acknowledged. It is also a belief from the customer about how value will be delivered, experienced and acquired. A value proposition can apply to an entire organization, or parts thereof, or customer accounts, or products or services.

My business offering frozen food to my customers is frozen cakes. We made frozen cakes more to traditional Malay cakes. The cakes that we made were karipap, popia, cucur badak, and samosa. These cakes are difficult to produce that require a certain expertise in making. We can see that, nowadays people are busy with their work and no time to cook. They also did not have expertise in making these cakes. Our frozen cakes from healthy ingredients without chemical.

So, we come out with frozen food and they can keep the cakes in the fridge. We are offering food delivery to our customers because some customers it difficult to get out. Then, we also use middle man to surf our product to our customer. From middle man, our customer can get their cakes faster and fresh from kitchen. We also ship our products to the nearest supermarket to make it easier for customers to get supplies. Our production is open from Sunday to Thursday and operation start from 9 am until 6 pm.

