



اُونِيُوَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
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FACULTY OF BUSINESS MANAGEMENT  
**FUNDAMENTALS OF ENTREPRENEURSHIP**  
**(ENT 300)**  
**BUSINESS MODEL CANVAS**

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## BUSINESS MODEL CANVAS BLOCK

<b>8. KEY PARTNERS</b>  <ul style="list-style-type: none"> <li>✓ Joint venture</li> <li>✓ Printing company</li> <li>✓ Fruit supplier</li> <li>✓ Influencer</li> </ul>	<b>6. KEY ACTIVITY</b>  <ul style="list-style-type: none"> <li>✓ Transformation process</li> <li>✓ promotion</li> </ul>	<b>1. VALUE PROPOSITION</b>  <ul style="list-style-type: none"> <li>✓ Tasty and delicious food</li> <li>✓ Fast service</li> <li>✓ Healthy food</li> <li>✓ Variety of choice</li> </ul>	<b>2. CUSTOMER SEGMENTS</b>  <ul style="list-style-type: none"> <li>✓ Psychographic segmentation               <ul style="list-style-type: none"> <li>• Lifestyle</li> <li>• Change unhealthy diet</li> <li>• No transportation</li> </ul> </li> </ul>
		<b>3. DISTRIBUTION CHANNEL</b>  <ul style="list-style-type: none"> <li>✓ Food truck</li> <li>✓ Franchise</li> <li>✓ Delivery service</li> <li>✓ Food Panda and Grab Food</li> </ul>	<b>4. CUSTOMER RELATIONSHIP</b>  <ul style="list-style-type: none"> <li>✓ Promote</li> <li>✓ Feedback</li> <li>✓ Loyalty card</li> </ul>
<b>7. KEY RESOURCE</b>  <ul style="list-style-type: none"> <li>✓ Human resources</li> <li>✓ Equipment</li> <li>✓ Food truck</li> <li>✓ Raw materials</li> </ul>		<b>9. COST STRUCTURE</b> <ul style="list-style-type: none"> <li>✓ Salary, raw materials, marketing cost, utilities cost</li> </ul>	
<b>5. REVENUE STREAM</b>  <ul style="list-style-type: none"> <li>✓ Sales</li> <li>✓ Franchising</li> </ul>			

## INTRODUCTION



Our business name is called as 'Healthy Bowl'. The name of our business means that we serve a healthy food that served in bowl for our beloved customers. The tagline of the business is 'Eat Healthy, Live Better'. This tagline is to encourage people to eat healthy food because it can help us to maintain a healthy weight and reduces our risk from many diseases. The healthy food products that we would like to offer is overnight oat and smoothie bowls. Our food product is to help people who have difficult to eat a healthy food because it is not so tasty especially for beginner who just starting to eat healthy food.

## VALUE PROPOSITION

Healthy Bowl offers a fast, fresh, tasty, and healthy food to meet the needs of our customers.

As we mention early, our food is to help people who have difficulty to eat healthy food because most of healthy food is not so tasty. To help this people, we offer a two menu which is overnight oat and smoothie bowl. Both of this food product have fruits as an ingredient. Fruit can make the food taste tastier because it can act as natural sweeteners for food. Therefore, our food product can help to reduce their difficulties and encourage them to keep eating healthy food.

Through my research, I found that there also is a high demand for healthy food because it is hard for this people to find a healthy food that is fast serving and at the same time it is tasty. From the problems that arose, I got an idea to create Healthy Bowl to help people that search for a food that is healthy and fast serving. Our food usually takes around five minutes only to serve our customer.

Healthy Bowl also suitable for those who want to do a healthy diet and maintain a healthy weight. It is because overnight oats and smoothie bowl can keep you full for a long time.

Lastly, to make our customer not be bored of eating our food, we offer them variety of choices to choose from. For overnight oats we have three menu which is Blueberry Maple, Chunky Monkey and Strawberry Vanilla, while for smoothie bowl we have Tropical Colada, Berry Banana and the last one is Sweet Green

