



FACULTY OF BUSINESS MANAGEMENT
CAMPUS OF SUNGAI PETANI, KEDAH
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FUNDAMENTALS OF ENTERPRENUERSHIP (ENT300)

BUSINESS MODEL CANVAS (BMC)

KUKISTA

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1.0 INTRODUCTION

Kukista is a handmade biscuit by me myself, Siti Nurmaisarah Binti Mohd Hairuddin. The name Kukista comes from the cookies word itself, while the 'ta' referred to the word 'kita'. Since I love to eat cookies so much, I was withdrawn to make them myself, to enjoy it anytime I want. Thus, I prefer to share the excitement in eating and enjoying cookies in everyday life. The easiest and fastest way that I can think of is opening a small cafe under my own brand name. I decided to come out with Kukista in this coming May 2020. Therefore, I fully utilized my two-month period of semester break to prepare for the cafe opening such as registering for SSM and LHDN.

As for the introduction, I would really love to show people how great cookies are for the soul, for yourself. Not only cookies are delicious, but eating them make you feel good, unless you are over eating them, which will make you have stomach ache.

One of the reason why the cookies are great choice is that there are so many options and variety choices of cookies to be made. For example, the classic or the original one, the healthy oatmeal raisins for a dietary people, the colourful chip cookies for kids, the less sweet cookies for the elderly, or even some combination of sweets and salty taste, regardless of your taste craving.

Other than that, cookies are perfect on the go, which is handy to bring to any occasions or events. They are easy to take with you anywhere and eating them at any time you want. Because of that, cookies are the perfect dessert to share. Sometimes, giving and sharing them with the others will make them happy in their own way.

Furthermore, cookies can also be designed in any shape you want. Thus, if I ever want to make the cookies for gifts during wedding ceremony, I could make them in smaller shape, so it is easier to be packed. Meanwhile, I could even make the cookies suit to everyone preferable design. For example, a colourful design for kids, cookies with company's designated logos, cookies for sports fans or any other design suited the situation, for Hari Raya celebration as an example.

Last but not least, most people would think that eating cookies are not good for your health, will ruin your diet or any other negative view. However, actually there are many options that you can chose from vegan cookies, oatmeal raisin cookies, whole wheat cookies and even breakfast cookies with grains, nuts and dried fruit. Thus, if you still think cookies are unhealthy, then you need to experience Kukista yourself.

2.0 BMC – 9 BLOCK

KEY PARTNERS	KEY RESOURCES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENT
1. E-commerce partner 2. Supplier of raw material 3. Delivery courier	1. Staff 2. Input 3. Online community 4. Machinery	1. Experience 2. Brand 3. Product	1. Social media interaction 2. Face to face interaction 3. Contact information 4. Business Card	Individuals and young families in the age of 18-40
	KEY ACTIVITIES		CHANNELS	
	1. Production 2. Delivery 3. Platforms 4. Networks		1. Social media 2. Word of mouth 3. Café 4. Website	
COST STRUCTURE			REVENUE STREAM	
1. Ingredient 2. Equipment 3. Salary			1. Online sales 2. Product sales 3. Advertisement	

3.0 VALUE PROPOSITION

1. Experience

I have experienced baking the cookies for sell during Hari Raya Aidilfitri celebration for three consecutive years. During these three years, I am able to improve my secret recipe and able to make it known as my own brand name, which is Kukista. The experienced I gained is thank to my supportive family, who never give up to give thoughtful and meaningful comment so that I can improve my recipe and baking style.

2. Brand name

I hope that the brand name Kukista will be known not only in Kedah and Malaysia, but also in the world. The well-known brand name can be used anywhere and can be a great influencer to consumers. Once the consumers know and understand the Kukista concept, they will continually willing to buy the cookies at any time.

3. Product

Kukista main product is cookies. However, I planned to come out with other product lines in the future such as blended drinks, ice creams, cakes and waffles. I decided to promote and start introduce these product lines in November 2020.