



اَوْنِبُوْا سِيَّتِيْ تَكُوْنُوْا لِيْ مَبَارَا

UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

INDIVIDUAL REPORT – BUSINESS MODEL CANVAS

NAME OF COMPANY : TWODOTS ENTERPRISE

TYPE OF BUSINESS : HEALTHY SANDWICH BOX

PRODUCT NAME : FIT-TO-GO BOX

PREPARED BY

NAME : MOHAMAD FIRDAUS BIN MOHD SALLEH

FACULTY : FACULTY OF ART AND DESIGN (FASHION DESIGN)

SEMESTER : 4

PREPARED FOR

LECTURE'S NAME : PUAN MARINI BINTI MOKHTAR

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EXECUTIVE SUMMARY

TWODOTS STOP is a new sandwich on the go shop that serves fresh and healthy sandwiches. Strategically located at the new Esplanad, Eco Grandeur, Puncak Alam, Bandar Puncak Alam, TWODOTS STOP will quickly become the premier healthy food destination in the town, serving locals and students.

Keys to Success

TWODOTS STOP has identified three keys that will be instrumental in its success. The first is the design and the uniqueness of packing the meal, which will be important, since it's the era of the technology. The second requirement is that it offers high-quality fresh and healthy food to clearly stand out from the competition. The last key is the need to ensure proper mission. Which is to make people became healthier. TWODOTS STOPS must have targeted marketing campaign to support the opening of the store in order to ensure enough attention.

Food

TWODOTS offer the community an exciting menu that is a healthy sandwich that suitable for diet people and comes with a green juice. High-fibre bread is a healthy, tasty foundation for a variety of sandwiches. The customers will have the perfect steamed or grilled ingredient such as chicken breast or salmon fillet. Its also contain slices of avocados, tomatoes and fresh salads. The sandwich also comes with the side dish, which is fresh fried potato.

Management

TWODOTS STOP will be conduct by Mohamad Firdaus, who used to be a motivator and skilful lawyer. Mr. Firdaus worked as a lawyer because of his dream but his passion toward the world is unstoppable. His dream was wanted to make Malaysia as a country that live in a healthy lifestyle.

1.0 BUSINESS DESCRIPTIONS

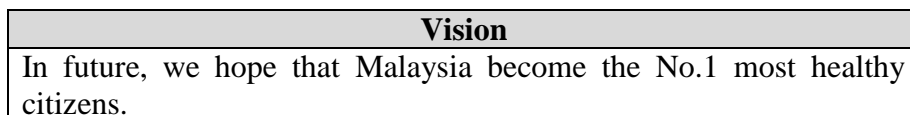
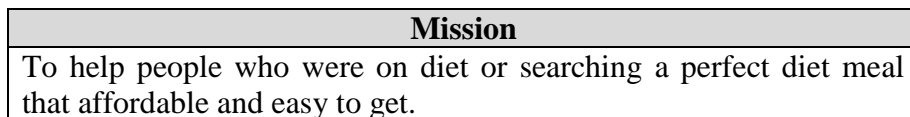
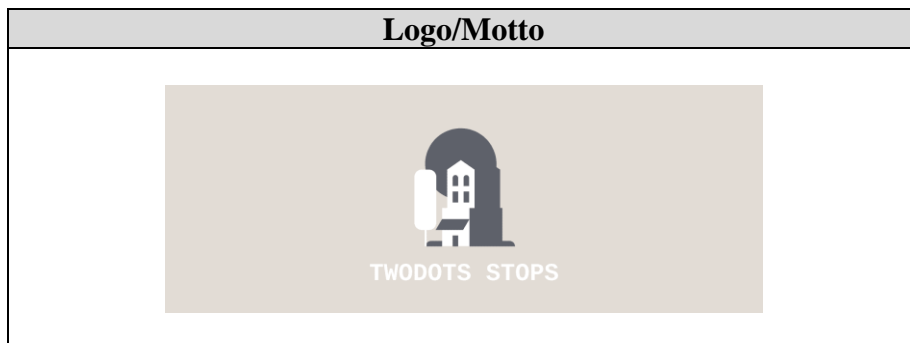
- a) Name of the company : TWODOTS Enterprise
- b) Factors in selecting the proposed business : To helping people, easily get the perfect diet meal

1.1 **Company Background**

- a) Name of the Organization : TWODOTS STOPS
- b) Business Address : Esplanad, Eco Grandeur, Puncak Alam, Bandar Puncak Alam
- c) Website/e-mail address : twodotsstops@gmail.com
- d) Telephone Number : +60125416387
- e) Form of Business : Proprietor
- f) Main Activities : Selling Healthy Sandwich Box
- g) Date of Commencement : 8 August 2018
- h) Date of Registration : 19 September 2018
- i) Name of Bank : Bank Islam
- j) Bank Account Number : 08059023817186

1.2 **Organization Logo/ Motto**

Logo description, Organization Mission and Vision



2.0 OWNER DESCRIPTIONS



Name of Owner/Partners	Mohamad Firdaus Bin Mohd Salleh
Identity Card Numbers	920412-08-0307
Permanent Address	Eco Grandeur, Puncak Alam, Bandar Puncak Alam
Correspondence Address	Esplanad, Eco Grandeur, Puncak Alam, Bandar Puncak Alam
E- Mail	firdausMf6@gmail.com
Telephone Number	012-5416387
Date of Birth	12 April 1992
Marital Status	Single
Academic Qualification	Bachelor of Law (Hons)
Course Attended	Law
Skills	Fluent in English
Experiences	Giving Talk to UiTM Students
Present Occupation	Open up SandwichShop
Previous Business Experience	Selling A Motivation Book

3.0 PRODUCT/SERVICE DESCRIPTION

This section describes the products offered by the business in detail. The proposed products or services should be related to the needs and wants of the target customers.

Illustrations	Product/Service	Description
	Healthy Fit Sandwich	A food that contain the most suitable ingredient for diet. A sandwich that has complete amount of the healthy pyramid chart.

4.0 ORGANIZATIONAL/ ADMINISTRATIVE PLAN