



## **BUSINESS MODEL CANVAS**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT 530): BUSINESS MODEL CANVAS**

**FACULTY & PROGRAMME: FACULTY OF ADMINISTRATION SCIENCE AND POLICY STUDIES**

**SEMESTER: 3**

**PROJECT TITLE: THE DEE DEE'S CHOCOLATE**

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## EXECUTIVE SUMMARY

The Dee Dee's Chocolate are established in the end of the 2019 year. It is a business that are selling popular foods that are usually in high demand during public holidays which is in Raya and Gawai Festive season. Besides this business is a partnership business as the owner of this company which is Shawn O'niel anak Kelly as an owner and with its her partnership with his mother which is Nora anak Nanta. It is established due to his mother want to have a business which is selling food. This is because due to her business experience at her young age, it gets the attention of his son. Therefore, its owner is willingly help his mother to fulfil her ambition due to his son has the same passion as her.

Besides that, we start selling our product at the end of 2019 till this day. Even though there are some calamities that makes a difficulty to sell our product, it is not enough to break our determination to do our best to make our business to become successful than before. As we can see from the festive season that will be coming soon on June, it is a perfect opportunity to sell our product due to its high demand from people especially at the Kota Samarahan area.

Even though there are some slides up and down within our business, we are able to execute our business task with a little difficulty. This is because we are selling our product at reasonable price but at high quality that can satisfy the needs of our customer. Despite having a competitor that sells similar product as us within the Samarahan area, it gives us a healthy competition between each other as it has its own pro and cons while executing the business. In order to keep up with other competitor advantages, we offer a delivery service of our product towards our customer in order to keep our business in good condition.

Due to its good feedback from our customer, it shows a positive sign to our business to operate in a long period of time. Without the feedback and critics from our customer, our businesses might not be as successful as it happens on this day. Thus, it gives us a chance to fulfil our goals to be a successful company that are selling the *Kuih Chocolate Almond London* and Chocolate Cookies without having a problem.

## 1.0 INTRODUCTION

### 1.1 Company Background



*Figure 1 shows the Dee Dee's chocolate logo*

The owner of Dee Dee's Chocolate which is myself, Shawn O'niel anak Kelly along with my family member which is my mother and younger sister had open the business in 2019 after Christmas. Moreover, our business can be considered as Limited Liability Partnership (LLP) due to my mother and younger sister has become partnership within this company. However, there were some calamities happen while produce and selling my product towards the targeted customer. This is occurring due to serious pandemic diseases which is the Covid 19 that are spread through entire world that makes it difficult to sell. In addition, the business is still continuing regardless of the serious pandemic and all orders and delivery of my product will be executed through online medium.

Moreover, since our business are only executed at home, it is located at Muara Tuang Park, 94300, Kota Samarahan, Sarawak. Since our location is quite strategic as it is near with our supplier of our product material which is Everred Mini Market, it can make our business to be conducted smoothly without having a problem. The reason why we are starting this business is because we want to make our product to be unique than the others and continues to improve the taste of my product with accordance of my customer needs. Furthermore, we started the business with only RM800 for the purchase of inventories before finding the suitable place for conducting his business.