



اَوْنَبُوْرَسِيْتِيْ تِكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



# BUSINESS MODEL CANVAS

**PRINCIPLE OF ENTREPRENEURSHIP (ENT530) : BUSINESS MODEL CANVAS**

**FACULTY & PROGRAMME : FSPPP**

**SEMESTER : 3**

**PROJECT TITLE : BUSINESS MODEL CANVAS**

**NAME : ADAM HAIKAL BIN ABDUL RAZAK**

**NO MATRIC : 2020321221**

**LECTURER : DR. IDA IZUMI BINTI ABDOLLAH**

## ACKNOWLEDGEMENT



In the name of Allah, the most Gracious and the most Merciful

At the beginning, I would like to express our deepest gratitude to Almighty Allah for giving us strength and composure to finish the task within the scheduled time.

I am gratefully acknowledge the important contributions and guidance provided by Madam Dr. Ida Izumi Binti Abdollah and Sir Awang Rozaima bin Awang Shuib in correcting various mistakes for this ENT 530 Business Modal Canvas assignment with attention and care.

In addition, this assignment cannot be completed without the effort and co-operation from my parents that encourage me not only in financial support but also give me motivation to complete this task.

Moreover, my sincere gratitude goes to our classmates that give us much information to finish ENT 530 assignment. They answered numerous questions from me nicely until I can do and understand the task effectively. I am very grateful for the effort and initiatives that they had shown in my assignment until I manage to complete it on time.

## **TABLE OF CONTENT**

	<b>PAGE</b>
TITLE PAGE	i
ANKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
EXECUTIVE SUMMARY	iv

### **1. INTRODUCTION**

- Company Background
- Problem Statement
- SWOT analysis
- Purpose of business modal canvas preparation

### **2. BUSINESS PROPOSAL**

- BUSINESS MODEL CANVAS (BMC)

### **3. CONCLUSION**

### **4. APPENDICES**

## EXECUTIVE SUMMARY

Adam's Wonderjuice sells fresh juice drink products for customers, providing variety of fruits and vegetables that helps with health of customers.

Our clients are customers who wants to maintain a healthy well-being or even cure certain disease naturally without having to consume chemical-based pharmaceuticals. Our target is anyone who is a health and fitness enthusiast, be it the elders or younger people.

Our strategy is to emphasize the freshness and quality of fruit and vegetables juice, without using preservatives, sweetener, or flavouring. So the marketing strategy is to attract more customers that do not like to eat fruit or vegetables. We will change their opinion in a blink of an eye. This time they can consume it with the best of taste at Adam's Wonderjuice. Also, it is membership based to attract more regular customers to ensure constant money flow.

This company has only 1 owner, who is also the one and only worker. Instead of partnership, this business use sole proprietorship which makes it less complex in terms of management and delegation of work.

Though this company only has 1 store in Malaysia, it is still new and open to any advancement and development in future. We advertise in social media, advertisements, and through colleagues. Its about time till everybody is reached and the store is widen throughout Malaysia and even international.

## **INTRODUCTION**

### **COMPANY BACKGROUND**

This company inspired by the idea of healthy diet to promote health improvement to customers. This company was established on 19<sup>th</sup> May 2019. Our juice is being sold at Aeon Shopping Mall, Taman Maluri, Cheras. What makes Adam's Wonderjuice special from others is its product consists of pure fruit juice and does not contain any preservative or additional flavour. The ingredients used are supplied by trusted food supplier to ensure its freshness. This company's business structure is based on sole proprietorship which means one individual who owns and operates the enterprise. Meaning to say that, there is no co-owner or partnership with other individuals to operate the business.

### **PROBLEM STATEMENT**

One of the main problems operating this business is the ingredients used are fresh fruits which will decay over time. So they cannot be stored for a long time. This will cost our company some additional money to buy new fresh ingredients to replace the unwanted fruits. Other than that, weather plays an important role in order to gain revenue. This is because when the weather turns cold such as raining, customers rarely prefer to drink our products as they would eventually go for hot drinks which will result to less buyer in our store. Not only that, the other problem is there are many competitor that sells nearly the same product as ours such as Boost Juice, and Juice Works. They already have their own regular customers that they can attract. So the target market will be divided.