



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**Diyut Cookies**  
*Tasty Delicious*

### BUSSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP(ENT530) : BUSINESS MODEL  
CANVAS

FACULTY & PROGRAMME: FACULTY OF ADMINISTRATION AND POLICY  
STUDY & BACHELOR OF ADMINISTRATIVE  
SCIENCE

SEMSTER

3

NAME

: DIA OLIVER ANAK LINGGIE (2020971453)

GROUP

: AM2283B

LECTURE

: AWANG ROZAIMIE

DATE OF SUBMISSION : 12 JUNE 2020

## **ACKNOWLEDGE**

Praise the lord, I have successfully completed this task with His blessing, given good health throughout my assigned tasks. This assignment is one of the subjects I need to take PRINCIPLE OF ENTREPRENEURSHIP (ENT530).

I would like to express my deepest gratitude to my beloved Dr Ida Izumi Abdollah for helping me in this task. Don't forget Mr. Awang Rozaimie. Many thanks to you for providing me with moral support and guidance in various areas of work. Thank you for being so kind and patient when giving me suggestions, as often as needed. Thanks for all the support.

Thank you also to another friend of mine who took this subject for always supporting me and helping me when I needed to.

Thanks I wish to my family members who provided more and more moral support throughout my career. Without their support I may not be able to complete this task as I wish. Hope that all the afford that has been done will give a lot of benefits to me

## TABLE OF CONTENT

	Page
1. Tittle Page	1
2. Acknowledgment	2
3. Table of Content	3
4. Executive Summary	4
5. Introduction	5-12
5.1 Company Background	
5.2 Problem Statement	
5.3 Swot Analysis	
5.4 Opportunity Recognition	
5.5 Purpose of Business Model Canvas	
6. Business Proposal	13-6
6.1 Business Model Canvas (BMC)	
6.2 Details of BMC	
7. Conclusion	17
7. Appendices	18-24

## **EXECUTIVE SUMMARY**

Diyut Cookies is a business that sells products online. The business consists of 2 partners: He Oliver and Julia. This business has 3 employees. the capital required to start this business is RM 3000.

The product we sell is called Crunchy Almond Florentine. it is a kind of biscuit made using different types of nuts. it has its privileges, not in someone else's product.

The problem that is often challenged by business owners is the lack of knowledge and experience that can cause a business to fail. Besides, the financial problem that many entrepreneurs are not able to grow a larger brand business. Lastly, there is a growing competition for products selling the same product which means that customers have many options to buy.

Diyut Cookies has two competitors, The Lee's Biscuit and Seng Hua Sdn Bhd. Each of these competitors has its strengths, weaknesses, opportunities, and threats in running their business.

Opportunity recognition is a process that's found in the way that individuals and businesses with an entrepreneurial mindset approach new business ventures or ideas. Diyut Cookies offers many opportunities to grow their income through the use of modern technology to promote the product, and the social element of a variety of festive celebrations and a great economy to keep up with product demand.

Purpose of the Business Model Canvas is the guideline of management. next, To know the important elements in business. Besides, it helps to Estimate spending. Lastly, make a comparison of actual performance with the plan. Business Model Canvas has 9 elements which are, key partners, key resources, key activities, cost structure, revenue stream, customer segment, channel, customer relation, and value proposition. With Canvas Capital Business, it is possible to grow this well-known and advanced Crunchy Almond Florentine business.

## 1. 0 INTRODUCTION

### 1.1 Company Background



“Diyut Cookies ”, my company’s name comes from the word “Cookies” which represent our main product as produce biscuit and as for the word “Diyut” is a slang to make my company name livelier and more attractive to the customer. It comes from my nickname since Diyut name familiar with others. Meanwhile, the logo is a picture of “Chef’s Hat” which means that as a symbol will be a chef one day in making cookies. They provoke appetite, stimulate, and give creative strength. The word “Tasty Delicious” in our logo means that our cookies are always the best among others and there are not other people who can replace our cookies.

Diyut Cookies was founded by Dia Oliver Anak Linggie and her partner. Dia Oliver had 4 years of experience as a manager at a bakery. Diyut Cookies was located at Lorong 3 No 25 Taman Siang 95000 Sri Aman, Sarawak. Our Facebook Pages is Diyut Cookies. We will use the Facebook platform to interact with our customers and to promote our product. Customers also can contact us through 01114072264 to know detail about our product. If there any required regarding our product, the customer can email at [diaoliverlinggie@gmail.com](mailto:diaoliverlinggie@gmail.com). The business will start on 1<sup>st</sup> July 2020. diyut Cookies is the business online and we will sell our product trough online by promoting through media social. Our business is based on the product and services. This is because we sell the product and also provide delivery services to our customers. The product that we sell is known as Crunchy Almond Florentine Cookies and we also provide the delivery services for our customers either by post or COD(collect of delivery). Diyut Cookies opened 24 hours since it just online business and customers can directly contact as or personal massage us.