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PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



BUSINESS MODEL CANVAS

COMPANY: POPKRISPI HOUSE

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PopKrispi
KRUP! KRUP! TERASA LAZATNYA..

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EXECUTIVE SUMMARY

This is a report of a business that I created or established which was asked based on our individual assignment which requires all the students to set up their own business. I have gathered all the information needed such as the business backgrounds, problems faced, price, products, and many more that my business, PopKrispi House have.

In this report, I also explain on why I chose the name PopKrispi House as the name of my business, the location, the start-up and also any thing that is related to this business's background.

Moreover, I have compiled all the details needed including the registration of the company which is also needed to be in this report. Thus, I have compiled all the important data in this report.



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1.0 INTRODUCTION

1.1 BUSINESS BACKGROUND

Based on our assessment of Business Model Canvas (BMC), we are required to create our own business. Thus, I have decided on a business which namely as PopKrispi House. But before we proceed further, let me explain on the meaning behind the special name of PopKrispi House. The name of PopKrispi House is literally came from the combination of 'popia' and 'crispy'. This shows that 'popia' as the business main product based and 'crispy' is referring to the crunchy of the popia, where as, the word 'house' is referring to the business which serves various flavor of spring rolls. This business is mainly produced by using 'popia' product based in the form of spring roll snack. It shows that PopKrispi House sells or produces various flavor which are tasty such as spicy flavor, cheese flavor, barbeque flavor, seaweed flavor and sweet milk flavor.

In industry profile, the Malaysian's foods and beverages industry has grown due to many demands and same goes to our local products too. With the existence of this variation of spring roll popia products, it is very beneficial to many people as they like to have something new and delicious at the same time. My company hope that with the uniqueness of PopKrispi House, it can lead to my company's targeted profit in the near future. Besides that, I have chosen this business because we found that population of community in the area where we have chosen are increasing. Our targeted customers are from various background of people as the snack product that we offer are affordable. Students are one of the main targeted customers as in Kota Samarahan, there are three university in total. Hence, a lot of students and youngsters will surely love the taste of PopKrispi as they are delicious something new.

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