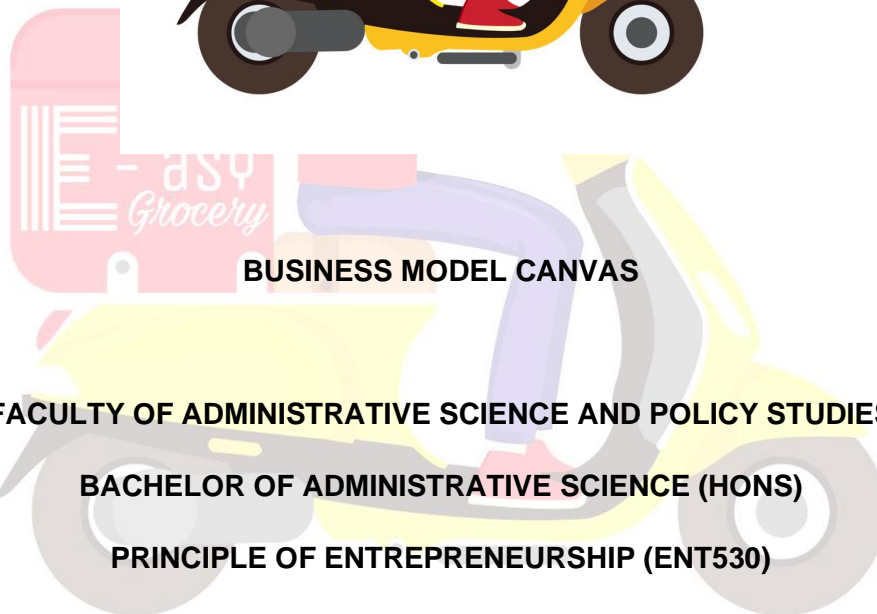




اَوَّلُ رَسِيْقِي تَبِيْكُو لَو كِي مَنَارَا
UNIVERSITI
TEKNOLOGI
MARA



BUSINESS MODEL CANVAS

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

BACHELOR OF ADMINISTRATIVE SCIENCE (HONS)

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

BUSINESS MODEL CANVAS

PREPARED BY:

NURUL IZZATI SHAFIQA BINTI TAHA

2020980439

PREPARED FOR:

DR. AWANG ROZAIMIE BIN AWANG SHUIB

ACKNOWLEDGMENT

The outcome of this Business Model Canvas requires a lot of guidance and assistance by the lecturers and I am extremely privileged to have got lot of guidance and assistance along the completion of this assignment. The completion of this assignment was able to achieved because of all the supervision and assistance that I will not forget to say thank you. I would like to expand my deepest gratitude to lecturers who have directly and indirectly guided me in completing this assignment.

Without any guidance from both of my lecturers, I am sure that I will not able to complete this assignment in time. Also, from that I will not able to complete without a clear information that have been given to me. I am very grateful to be given a chance to exposed with this assessment as I will also gain a knowledge for the use in future.

Therefore, I would like to thank Dr Izumi Abdollah and Dr Awang Rozaimie, both of my lecturers for ENT530 – Principles of Entrepreneurship for providing me an opportunity to be a part of this assessment and giving me every support and guidance needed which made me complete the assignment duly. I am extremely thankful for having both helpful lecturers that always giving the clear information and guideline although both of them had a very busy schedule yet still able to respond to every doubt and question I asked them.

Sincerely, Nurul Izzati Shafiqah Binti Taha.

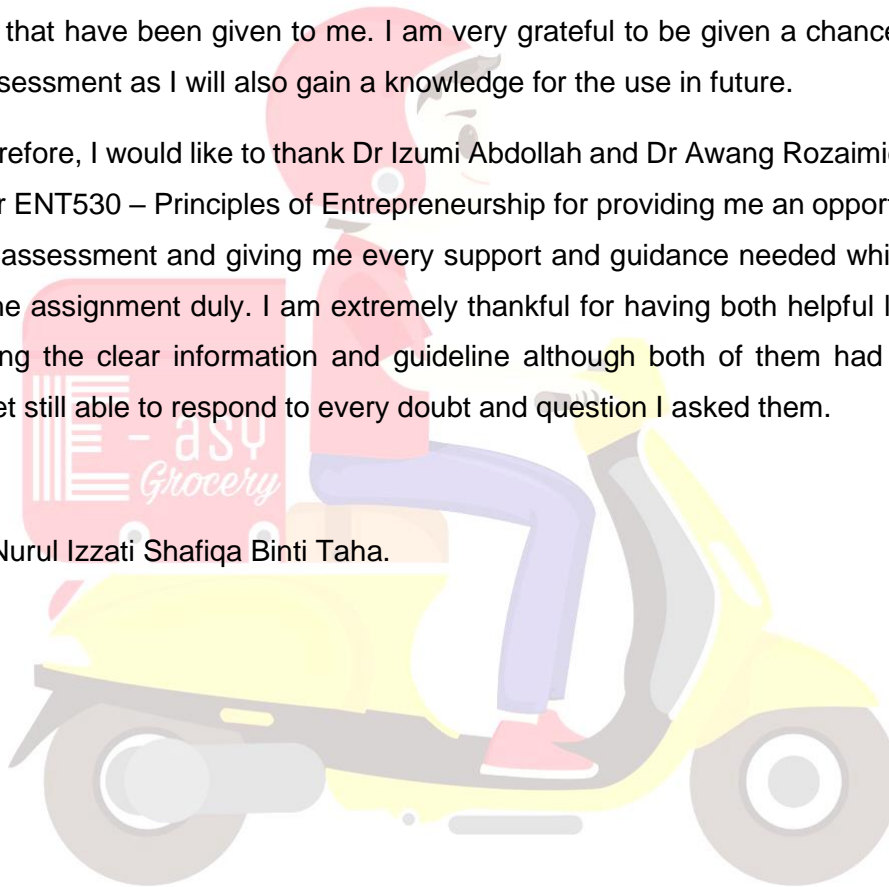
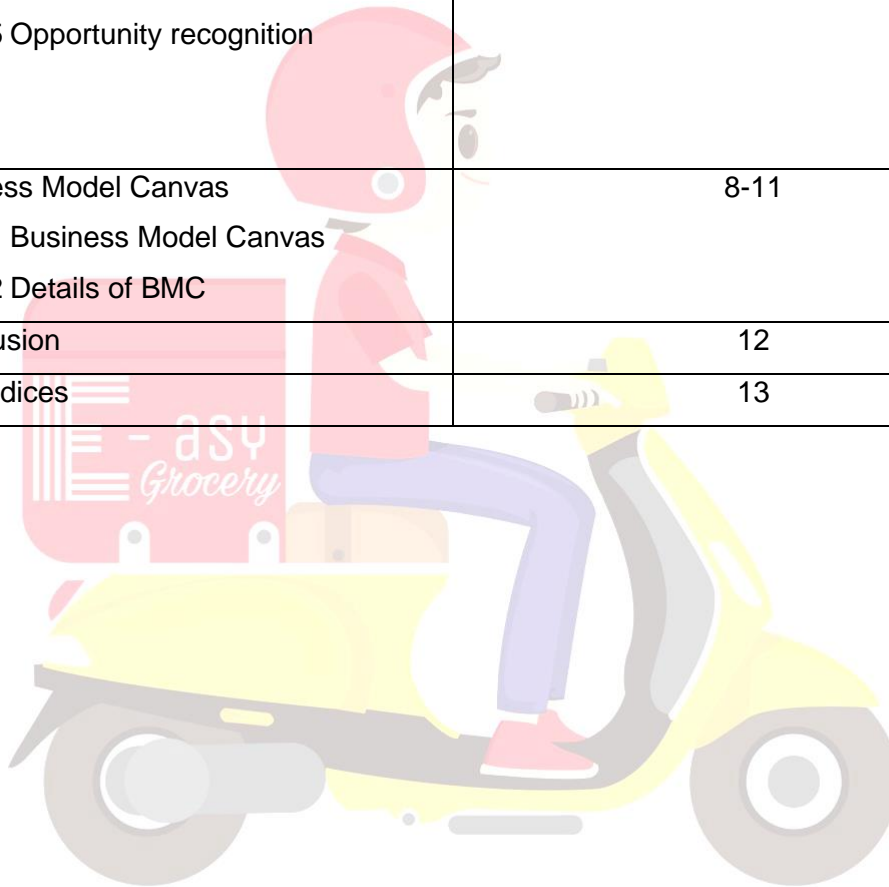


TABLE OF CONTENT

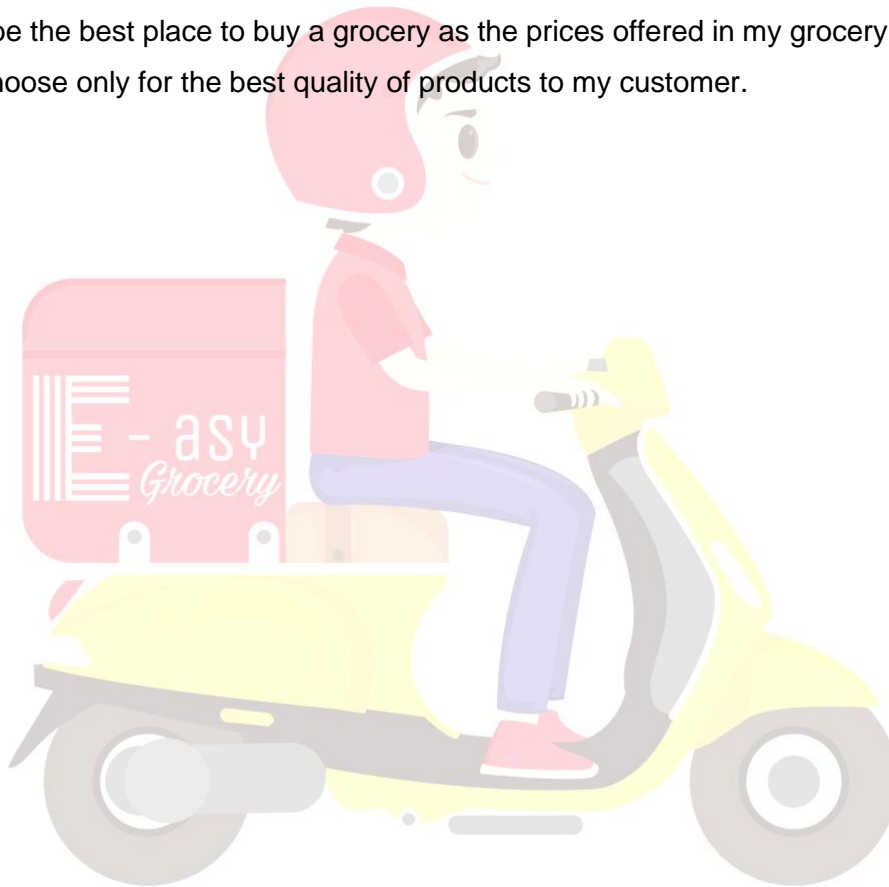
Content	Page
1.0 Introduction 1.1 Business / Company Background 1.2 Problem Statement 1.3 S.W.O.T. Analyses 1.4 Purpose of BMC 1.5 Opportunity recognition	1-9
2.0 Business Model Canvas 2.1 Business Model Canvas 2.2 Details of BMC	8-11
3.0 Conclusion	12
4.0 Appendices	13



EXECUTIVE SUMMARY

The name of my company is E-asy Grocery. The main activity for my business is delivering grocery items that our customer purchase through our mobile application and website directly to their house. My company is located at Lot 13069, 1st Floor and 2nd Floor, Summer Mall, Kota Samarahan.

My grocery is also available for walk-in purchase but due to Covid-19, I have decided to focus more on delivering food to my customer. Furthermore, a delivery grocery is rarely to be found especially around Samarahan. It is one of the reasons that surely will attract my target market, the residents of Samarahan area as my primary potential customers. Besides, this would be the best place to buy a grocery as the prices offered in my grocery is affordable and I will choose only for the best quality of products to my customer.



1.0 INTRODUCTION

1.1 Business/company background

The name of my company is E-asy Grocery. I decided to establish my business on 9th June 2019. In considering of current issue, my company has developed a specific application and website namely E-asy Grocery which can make my target audience to buy a product through online instead of walk-in to the shop. The reason why I chose the name of my company is E-asy derives the meaning of 'Easy with E-payment' which means it makes my target customer can easily purchase my product through online payment instead of cash-on-hand. The nature of my business is a service business which is specifically a grocery delivery service.

E-asy Grocery is located at Lot 13069, 1st Floor and 2nd Floor, Medan University Commercial Center. I choose this location of my company because it is strategic which located at the side of the Kuching-Samarahan Highway. This location will make it easier for the customer to spot my company where also as my operational center.

E-asy Grocery is open daily and the operation hour is from 8 am to 6 pm. A service in my company is only covering the area of Kota Samarahan, Sarawak. The method used for payment is the customer can pay directly into my company bank account via online banking, credit card or debit card, and online transaction and cash on delivery. For further information, the customer can visit my company website at www.e-asygrocery.com.my.

I have chosen this particular business because we have found that there is less company provides this kind of grocery delivery services in the area of Kota Samarahan. Other than that, nowadays, people say that they prefer online shopping as compared to conventional shopping especially during this Movement Control Order. So, this is a good opportunity for me to open this business in this area and also have a chance to obtain high profit by increasing our services performance and offering reasonable price to my customer.

I hope that my business can gain more customers which will continuously use my company's services. Moreover, I will keep the stable flow of work that is faster, efficient and more reliable grocery delivery service to make my customer happy. Furthermore, I will ensure that every customer is satisfied with my company's services.