



اَوْنُوْرَسِيْتِيْ تِيْكُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



(CHOPY EASY COMPANY)

UTM CAWANGAN MELAKA KAMPUS BANDARAYA MELAKA

BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

FACULTY & PROGRAMME	FACULTY BUSINESS AND MANAGEMENT
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EXECUTIVE SUMMARY

When technology is increasingly evolving, people have a relatively strong demand for food. Chopping board is one of the important cooking tools to prepare food with a perfect look. Chopping board was developed that not only preserves the role of slicing food from conventional chopping board, but also save the kitchen countertop or table from scratches. In addition, by using the chopping board, housewives or chefs can conveniently position the chopped food materials in drawers in conjunction with the storage and dispensing principles to eliminate the constraint of inadequate space or avoid separate food materials from mixing together in the same dish, whereas the auxiliary cooking configuration gives users flexibility in the process of using peeler.

The typical chopping board has a basic structure and acts as a chopping board for food ingredients that are typically put in separate dishes and placed on the countertop in the kitchen. As modern kitchen room is small, when a number of dishes are put on the kitchen countertop, it is relatively uncomfortable. The innovation is a further enhancement of conventional chopping boards to improve the cooking environment and solve the problem of putting an enormous number of dishes in such a small area, enhancing the structure and restoring the faults of traditional chopping boards. It is a functional result of different functions that increases space usage with the innovative and creative nature to reduce the inconvenience in cooking.

Therefore, the body of the chopping board have the interlayers. Interlayers are used according to customer specifications to change the storage space so that the chopped or peeled food products can be further sorted and placed in drawers. Food materials can be quickly taken from the cooking drawers. However, in the hustle and bustle of everyday life, the bland and inflexible use of cooking equipment invariably makes people feel restless about cooking. The multifunction and diversified mix is supposed to bring pleasure of cooking in life with the innovative nature of multi-purpose chopping boards.

1.0 INTRODUCTION

1.1 Business Background



Name of Company	Chopy Easy
Nature of Business	Sole proprietorship
Industry Profile	Chopping Board Industry
Location of the Business	Chopy Easy's Factory No, 55. Lot A, Jalan Damansara Aliff, 81200, Johor Bahru, Johor
Date of Business Commencement	2 August 2020
Date of Registration	22 August 2020
Factors in selecting the Proposed Business	<ul style="list-style-type: none">- To make it easier for the housewives and chefs doing their routine in the kitchen- To attract more people to cook in the kitchen because of the speciality of the product- To make sure that all the users of this product will be safe and hygiene
Future Prospect of the Business	<p>Create more unique design on chopping board and open branches in Malaysia and worldwide.</p> <p>A chopping board is a durable board on which to place material for cutting. The kitchen cutting board is commonly used in preparing food.</p>

Descriptions:

Chopy Easy is the combination of chopping and easy. This business is typically running by independent and collaboration with famous designer for our main product which is chopy easy, that is why sole proprietorship. We designed a unique and multifunction chopping board for housewives and chefs. Our main chopping board have a lot of functions to make it more easier when customers use it at the kitchen. The size of chopping board is way not too big or not too small, it is just nice with the standard size. Our company located at Johor Bahru, Johor. We also provide online shopping in our websites. Customers can shop at any time and anywhere.

The target market of Chopy Easy are housewives and chefs but anyone also could buy Chopy Easy. Our product basically are well-known among housewives and chefs. Chopy Easy was designed to make it easier for the housewives and chefs doing their routine in the kitchen. Sometimes they want to serve more foods and want to make it fast, so chopy easy have a lot of functions that can be solution to them. Thus, we put a lot of care and thought into the process of designing our chopy easy. As part of designing a targeted marketing solution towards each customer, we focused on the compliment from customer to design our chopy easy. We fulfill customers need and wants, because we want to focus on how our product can give solution solves to customer's problems and challenges. We treat the customer like respect and we give the best service to them. Customers also can get our personal service and we will fulfil the customers' requirements.