



PROJECT TITLE: BUSINESS MODEL CANVAS REPORT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY / PROGRAMME: FACULTY OF BUSINESS MANAGEMENT/
BA243**

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EXECUTIVE SUMMARY

Our Mission

'Dapo Kak Az' offers superior café design, comfortable and affordable foods and drinks for all generation of age. We will provide various types of 'tauhu bergedil' (healthy snacks) that mouthwatering and fulfilled customer needs. 'Dapo Kak Az' is a business that will make people feel relax while enjoying their food.

The Company

'Dapo Kak Az' will operate in Malacca and to be more precise, it is in Ayer Keroh. This company is a sole proprietorship business owned by the founder itself, Azlina. The founder will do all the works as it is an e-commerce business.

Our Services

Our clients are college students and adults that have busy lifestyle and need space to meet clients or having discussion. Some of our services are:

1. Space rental for events
2. Catering
3. Delivery food to our customer

Our Competitive Advantages

There many businesses that focusing on food and beverages as us, but our advantages, we are making our own recipe of 'tauhu bergedil', we choose the best ingredients, and we can custom made our menu if the customer want it. We are very particular of our product quality because we believe a satisfied customer will bring more profits.

Financial Projections

Refer on our market size and our specific market area, we projected our sales for the first year are RM 100,000. We also targeted a growth rate of 10% per year for the first three years.

The owner's salary will depend on the sale of our café. We will hire college students as part-time workers so it can save more on business expenses as well as encourage more students to come to our café.

1.0 INTRODUCTION

1.1 Company background



| | |
|--|---|
| Name of Company | Dapo Kak Az |
| Nature of Business | Sole Proprietorship |
| Industry Profile | Food & Beverages |
| Location of the Business | 658F-G, Jalan Delima, Taman Bukit Beruang, 75450 Ayer Keroh, Melaka. |
| Date of Business Commencement | 24 October 2020 |
| Date of Registration | 11 November 2020 |
| Factors in Selecting the Proposed Business | Comfort food. All-time favorites. Love to cook & want to share the tastes of own recipe to people. Give opportunities for those jobless to get income. |
| Future Prospect of the Business | Provide varieties of snack food that meets various demand from customer / target market in Malaysia. |

1.2 Problem statement

The problem that usually face by our customer is there are a lot of people that sell food out there but not all will give them enough satisfaction. Satisfaction in terms of price, size portion, expiry duration, food handling/ packaging and also delivery terms.

As we know some now Malaysian are more exposure to other country food. For example Gyoza, Kimchi, Mandu and others. Some of the food can get from supermarket in frozen set, the customer have to cook and of course the taste may not be tasty enough due to frozen and not fresh. Some of the food can get from Korean restaurants or Chinese restaurant. This situation makes it difficult for some people who are less affordable or have doubts about Halal status.

1.3 Opportunity recognition

With the change of trend and eating habit, there are many supplier that offer many kind of snack and delicious food. Some of them are viral due to the advertisement, the taste, the appearance and price cost. This is one of the reason how Dapo Kak Az is established and create the unique for the menu.



Besides offering delicious food, Dapo Kak Az also provide mini library or study corner for those needed. The area is comfortable and clean. These will let more young people to come to our café and let them enjoy their moment.