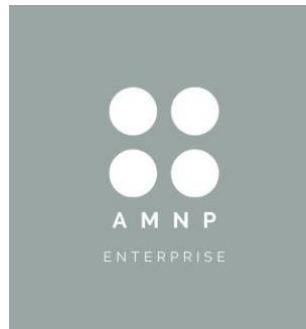




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UNIVERSITI  
TEKNOLOGI  
MARA



## BUSINESS MODEL CANVAS

### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY** : FACULTY OF BUSINESS AND MANAGEMENT  
**PROGRAMME** : BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) INTERNATIONAL BUSINESS  
**PROJECT TITLE** : BUSINESS MODEL CANVAS  
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## **EXECUTIVE SUMMARY**

Our company, AMNP Enterprise, is a company that produces sofa arm tray for domestic purposes. This company just started operating for the past two months. We are still in the process of improvising every aspect in the business practice. Before commencing this business, the partners have discussed and planned how the business is going to function and operate. We took into accounts of our possible competitors by doing Strength, Weakness, Opportunity and Threats (SWOT) analysis.

The reason why Sofa Arm Tray is our main product is because we developed and acquired an idea during the COVID-19 pandemic. Everyone around the world is required to stay at their respective home to avoid being infected from the virus. Almost every company instructed their employees to work from home. It is a great opportunity to come out with a practical and convenient tool that can help people feel more comfortable when staying at home.

The essence of our product is it will help people to have a handy tool to help make their quarantine more convenient. The sofa arm tray comprises of two cup holders and one phone holder. It can be placed on the sofa arm rest. The main purpose is to minimize movement when doing work, or even when relaxing in the living room because many things can be put on the sofa tray. When their things are within reach and easier to take, it will make people feel at ease and less tiring.

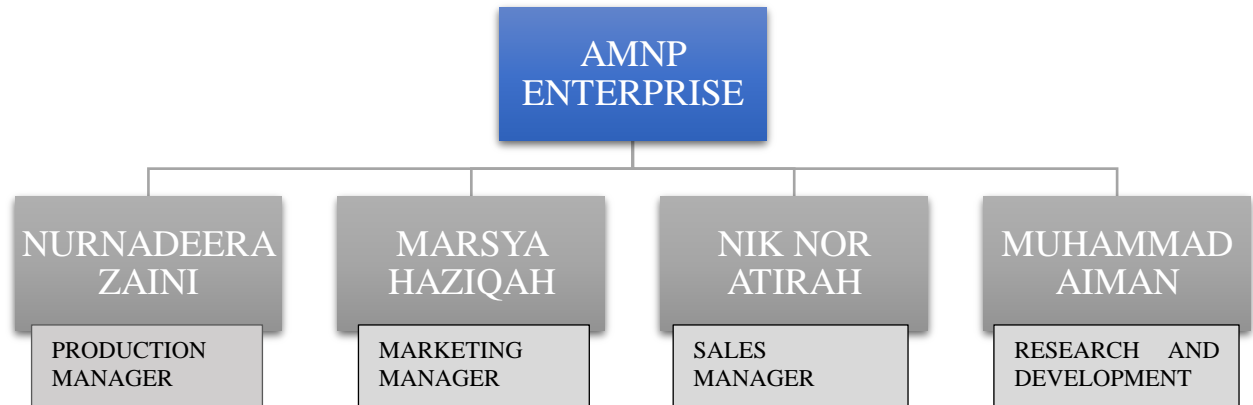
Our target customers are mainly those who are in the working class. Channels that we will be using are Facebook and Shopee due to larger number of users compared to other platforms. Creating and maintaining good rapport to our customers is key in customer retention. Our source of revenue will be the profits from our production and sales activities. It is important for us to ensure the quality of the products are monitored; therefore, the resources are only acquired from reliable and trusted suppliers. We also developed partnerships from multiple parties such as material suppliers, wholesalers, courier company etc. Since our company is in the beginning phase, we derive from a cost-driven cost structure and focusing on minimizing the cost of production.

## 1.0 INTRODUCTION

### 1.1 Business Background and Structure

Name of Company	AMNP Enterprise
Nature of Business	Partnership
Partners	Nik Nor Atirah Nurnadeera Marsya Haziqah Muhammad Aiman
Industry Profile	Manufacturing Industry
Location of Business	AMNP Enterprise No 14, Jalan Bougenvilla 5, Taman Industri Bougenvilla, 41200 Klang, Selangor
Date of Business Commencement	1 October 2020
Date of Registration	6 October 2020
Factors in Selecting the Proposed Business	To provide users comfort when resting at home To make work-from-home or online classes on sofa more convenient Utilize and optimize as little space as possible To make lounging area seems more organized
Future Prospect of the Business	To improvise the materials used in making the tray To improve marketing and promotion on the brand To register for intellectual property to protect rights

## BUSINESS STRUCTURE



AMNP Enterprise was commenced on 1<sup>st</sup> October 2020 and proceeded to register on 6<sup>th</sup> October 2020. The idea of establishing this company was initiated by all partners because we saw an opportunity of creating and innovating new products. The sofa arm tray was innovated by looking at other sofa arm trays in the current market. We had an idea that the product can be transformed and add in new features into one final product. A prototype of the sofa arm tray has been created and tested for household use. Although there are some improvements to be made, the prototype came out functional and practical.

Four of us decided to register our business and be partners in this organization. Nurnadeera has been appointed to be in charge of the production department. As a Marketing major graduate, Marsya Haziqah is assigned to be the marketing manager of this enterprise by promoting the brand and products. Orders and sales transactions will be taken care of by Nik Atirah. Lastly, Muhammad Aiman is assigned to do research and development on the product in order for us to improve our production and quality of products.