



(Planner Notebook 2021)

## **BUSINESS MODEL CANVAS**

### **PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS**

<b>FACULTY &amp; PROGRAMME:</b>	<b>BUSINESS MANAGEMENT (OFFICE SYSTEM MANAGEMENT)</b>
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## EXECUTIVE SUMMARY

The company began as a small business sell planner notebook with an extra feature. Several extra features are our planner notebook comes with digital rosary and compass to make your worship easier anytime and anywhere. The story unit planner notebook inspires you to be creativity, arrange your time to be more quality as well as manage your priorities with the special design planner notebook we make for you.

Our product very suitable gift for your loved ones who love being creativity and like to planning the future. Our vision is building a future in which everybody has access to the opportunities and community they need to live a real and fulfilling life. Our mission is to empower individuals to live a life driven by purpose and passion and achieve happiness from within.

Design of our product inspire you to be a better muslim as well as personal development since it is include motivation quote that can give you a positive thinking, mindfulness, gratitude and personal development. Its can give you more happiness and fulfillment in life due to right time management that can give you extra time for yourself and your family.

More than a planner, story unit is proven as a high quality design with precision and accuracy that will help you achieve your biggest goals. You have to plan your prioritize and take action steps monthly, weekly and daily to move your life forward. To keep you accountable and mindful of your goals, set goals and vision board for your focus with to do lists, daily reminder and schedules. The story unit maintains your focus on finance and health since the planner notebook includes saving tracking and so forth. Your life will move forward in the direction that you plan!

## 1.0 INTRODUCTION

### 1.1 Business Background



<b>Name of Company</b>	Story Unit Co.
<b>Nature of Business</b>	Business Partnership
<b>Industry Profile</b>	Design and Printing Company
<b>Location of the Business</b>	Story Unit Co. 50, Jalan Padi Emas 3/1 Bandar Baru Uda, 81200 Johor Bahru
<b>Date of business Commencement</b>	1st September 2020
<b>Date of Registration</b>	20st September 2020
<b>Factors in Selecting the Proposed Business</b>	<ul style="list-style-type: none"><li>➤ There is no company that provide design and printing at Bandar Baru Uda, Johor</li><li>➤ Our target customer are students which is Bandar Baru Uda is the suitable locations for this company</li><li>➤ To help the students managed their time and daily routine perfectly</li></ul>
<b>Future Prospect of the Business</b>	<ul style="list-style-type: none"><li>➤ Open more branches in Malaysia</li><li>➤ Provide diversify of our product not only the book planner but also provide notebooks, journal, business notebook, and also gift notebook</li><li>➤ A library café with an aesthetic concept and applied 'read and chill' to spend time also to release tension</li></ul>

**Description:**

Story Unit Co. is a combination of three different concepts that is a printing shop, library and café. The business is fully handled by our business partner and also helped by our family members and close friends. The concept of this library café is about customers can customize to design their book and printing the materials and also reading the book while chill with the coffee and cake that are provided in the café. The concept that is applied in this shop is customers can enjoy their dessert and also gain the knowledge from the reading materials that are provided in our café. Our company business is located in Bandar Baru Uda, Johor. The main purpose why we are selecting this business is to help our target markets that are students by help them manage their time and daily routine perfectly. Besides that, the location of the business that had been chosen is a strategic one because there is no other design and printing company in that area. Next reason is about our target segments that is students are mostly located in Bandar Baru Uda, Johor. Bandar Baru Uda also known as concentration area of customers from various gender, age and race. The interior concept of this library café is aesthetic with instrumental music to give relaxation and calming for our customers.

Our target segments are focused on people who want to design their book, or customize planner book, loves to read books, peaceful and in the same time who loves to enjoy desserts, cakes and coffee. Our company is applied the concept 'read and chill' to our customer and also as the trademark of our business company. Our company specializes in besides while we are waiting to customize and design the book, we also can enjoy our meals and gain the knowledge from the reading material that are provided in the library café. The reading materials that are provided in our library café is journal, novels, newspaper, books and magazines. Besides that, our company also have our own bakers and barista that are served dessert fresh from oven to our customers. The concept that been applied to our business company make our company is outstanding and special from another business. The total number of our staff company is 7 in total included the bakers, barista and partnership members. The relationship among the staff is close to each other as we applied the mission and vision of the company to provide the best service to our customers.