



اَوْبُوْرَسِيْتِي تِي كُنُوْ لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



ARMARIO

BUSINESS MODEL CANVAS
PRINCIPLES OF ENTREPRENEURSHIPS (ENT530)

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EXECUTIVE SUMMARY

To produce an innovative product like having a closet with built-in iron boards will sure take lots of time in research and development. But, we are up for the challenge as the world continues to develop. We do not want to feel left behind, be it in terms of technology or design. With millennials becoming more influential in today's creation, we try to come up with a new futuristic design that can speed up some daily tasks and save up space in your room or houses. We want our creation to ease people's life because that is how we start coming out with the idea of Armario.

Our main goal is to provide good and best quality furniture for the customers. As HRNZ CO. is a new company to the market, our first goal to be achieved is to raise this brand value 'ARMARIO' and create good numbers of loyal customers. It is important for us to advertise and market our product properly especially at the early stage. It also helps us secure our future brand. Next, our mission is to offer a wide range of home furnishing items of good design and function, excellent quality and durability at a reasonable price so that the majority of people can afford to buy them. We also want to help decorate homes or rooms with attractive designs but stay in minimalism.

Our vision is to create a better every day better life for other people with our product. We want to help in creating pleasant and productive rooms with well-designed furniture that incorporates new technology towards the classic closet. We are sensitive to the look and feel of good wood and fine furniture. At the end we only want to provide the best possible value to our customers, who care about the quality of their household. We want them to spend well on us.

1.0 INTRODUCTION

1.1 Business Background



Name Of Company	HRNZ CO.
Nature Of Business	Partnership
Industry Profile	Furniture Industry
Location Of The Business	Lot 3684, Jalan Kampung Orang Asli, Kampung Baru, 48050 Kuang, Selangor.
Date of Business Commencement	1 st October 2020
Date Of Registration	1 st November 2020
Factors in Selecting the Proposed Business	<ul style="list-style-type: none">• The increase in demand for reasonably priced furniture.• To address the problem that arise in society for their household furniture

	<ul style="list-style-type: none">● To give new innovative products to the society and create new challenges for the competitors.
Future Prospect of the Business	<ul style="list-style-type: none">● To be known as one of the best furniture companies in Malaysia and South East.● To produce more innovative products in the future.