



اَوْنِفُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SNEKERAMAT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

FACULTY & PROGRAMME :
FACULTY OF BUSINESS AND MANAGEMEN
BACHELOR OF BUSINESS ADMINISTRATION
(HONS) FINANCE
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EXECUTIVE SUMMARY

Snekeramat is a trademark of our Fotato 2x Cheese. For the first time Snekeramat was established is because its operation is located at Taman Keramat, Selangor and the first product of Snekeramat is Fotato 2x Cheese. The main objective of Snekeramat is to offer a homemade and health snack to our customer with affordable price and luxurious taste.

Our business was started on 11 December 2020. According to the customer review, our product gave a superb taste because the cheese and chips of our Fotato chip tastes different from those on the market. This product is also like by various groups especially children and students.

Since early of opening, Fotato 2x Cheese by Snekeramat was sold more than 100 jars from various states. The increasing results for our product results into a good profitable sale revenue to our business project. Therefore, Snekeramat can be futher expanded to many different areas and states as this business keep on growing.

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1.0 INTRODUCTION OF BUSINESS

1.1 NAME AND ADDRESS OF THE BUSINESS

Snekeramat is a business name that I had decided based on a place Taman Keramat, Kuala Lumpur. People at Keramat area can have a Cash On Delivery services of Fotato 2x Cheese. Our business motto “Let’s Reward Me Time” stand to a leisure time that is need to every person in a daily life. Fotato 2X Cheese may release the stress for every bites of chips.



Figure 2 The sticker of Snekeramat

NAME OF BUSINESS	SNEKERAMAT
BUSINESS ADDRESS	NO 34, JALAN ENGGANG TIMUR 6, TAMAN KERAMAT, 54200 KL
CORRESPONDING ADDRESS	QAISARAHASSIM97@GMAIL.COM
TELEPHONE NUMBER	0164759772
FORM OF BUSINESS	SOLE PROPRIETORSHIP
MAIN ACTIVITIES	RETAIL SALE OF FOOD PRODUCT

Table 1 The business information