



**BACHELOR OF ADMINISTRATION WITH HONOURS IN  
(ENTREPRENEURSHIP)**

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## BUSINESS MODEL CANVAS

### COCO FUN SHAKE

<p><b><u>Key partners</u></b></p> <ul style="list-style-type: none"> <li>➤ Banker</li> <li>➤ Supplier</li> <li>-Eonsave</li> <li>-Giant</li> <li>-Lazada</li> <li>-IKEA</li> <li>SENHENG</li> </ul>	<p><b><u>Key activities</u></b></p> <ul style="list-style-type: none"> <li>➤ Producing</li> <li>-Making</li> <li>-Make the drink</li> <li>-Cooking</li> <li>-Blend</li> <li>➤ Selling</li> <li>➤ Marketing</li> <li>-promotion</li> </ul>	<p><b><u>Value proposition</u></b></p> <ul style="list-style-type: none"> <li>-Friendliest service</li> <li>-Halal certificate</li> <li>-Fast service</li> </ul>	<p><b><u>Customer relationship</u></b></p> <ul style="list-style-type: none"> <li>-Coupon</li> </ul>	<p><b><u>Customer segments</u></b></p> <ul style="list-style-type: none"> <li>-UiTM Shah Alam students</li> <li>-UNISEL students</li> </ul>
<p><b><u>Key resources</u></b></p> <ul style="list-style-type: none"> <li>-Workers</li> <li>-Capital</li> <li>-Raw materials</li> <li>-Machine and equipment</li> </ul>		<p><b><u>Channels</u></b></p> <ul style="list-style-type: none"> <li>-Direct marketing</li> </ul>		
<p><b><u>Cost structure</u></b></p> <ul style="list-style-type: none"> <li>➤ Marketing cost</li> <li>➤ Raw materials</li> <li>➤ Administration cost</li> <li>➤ Operational cost</li> <li>➤ Machine and equipment</li> </ul>		<p><b><u>Revenue streams</u></b></p> <ul style="list-style-type: none"> <li>➤ Sales of coconut shake</li> <li>➤ Sales of coconut juice</li> <li>➤ Sales of waffle</li> <li>➤ Sales of pudding</li> <li>➤ Sales of ice-cream</li> </ul>		

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## **EXECUTIVE SUMMARY**

Coco Fun Shake is a kiosk that offers the dessert and beverages of coconut shake. The kiosk located at G002-b, Ground Floor Komersial Blok 'A', No.2, Jalan Plumbum T7/T, Pusat Komersial Seksyen 7, 40000 Shah Alam, Selangor. The location is chosen after taking into account factors and potential in this area. By observation, this location is very strategic because location that huge of the population in this place whereby always being visited by many people.

The total of project implementation costs is RM72 987. The business apply a loan of RM50 000 from Malayan Banking Berhad. The owner contributes RM22 987 into the business. The net profit of business is always increasing from 1 year to year 3 in the market. The sales of business from year 1 are RM536 629, year 2 is RM568509 and year 3 is RM603 305.

The business managed by the owner and assisted by 4 workers. Although the business is new in industry, but the owner must be confident to run the business into the market and expand new outlets in Puncak Alam and Taman Gelora, Kuantan.