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UNIVERSITI
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MINIMALIST CUTLERY SET

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): MINIMALIST CUTLERY SET

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EXECUTIVE SUMMARY

Mini Vibes Co. is a collaboratively founded company made up of six people who worked together to create this product. It was established in 2020 with the aim of introducing minimalist cutlery sets. Its aim is to make it easier for customers to own a dining collection that is known for its quality and cleanliness. The mission of this business is to motivate every employee and every organization while also fostering a deep understanding between them. Otherwise, it is to be a highly capable company with the world's most desired clients. We want to grow our product reach to a higher level and bring product benefits to the general public as part of our company's goal. We also meet our customers' preferences by providing the best available range, the lowest possible price, and the most effective choices.

Based on the current state of the country, which is relatively poor and stable, this product has a broad market appeal to people of all ages and gender. This is due to the fact that the finished product can provide consumers with a high level of satisfaction. The company uses outlets like Shopee and social media sites like Instagram, Facebook, and Twitter to market this product. This is because people now choose to purchase items online because it eliminates the need to leave the house and makes shopping more convenient. Our firm has also carried out studies using canvas business models, which will result in more creative and careful products. This research is important for our organization to conduct because it can contribute to a higher standard of hygiene for the customer and provide satisfaction when they use it. We have high hopes for this product, with the goal of encouraging customers to be more concerned about hygiene and safety, as well as the environment's well-being, rather than continuing to be unconcerned. This is due to the fact that the items we make are both environmentally friendly and portable. The importance of maintaining personal hygiene, especially when eating, is critical to one's health.

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND



Figure 1.1(a): COMPANY'S LOGO

MiniVibes Co. is a cutlery equipment collection piece producer. The company was established in March of 2020. COVID 19 events are still on the rise, as we all know. The most common ways for this infection to spread are direct contact with sick people and sharing items in public. We designed this cutlery collection system to reduce the risk of disease transmission and make it easier for customers to carry this package with them everywhere they go. Mini Vibes Co. is a collaborative effort.

A partnership business is one that was established as a joint venture and is managed by two or more individuals for profit. In the business, the owners are referred to as partners. This company is run by a group of five investors. Mini Vibes Co. chose the location of these five components. The President of Mini Vibes Co. is Mohamad Izzu Naqiuddin bin Mohamad Yasin. Vice President of Account Services Lily Hidayah binti Rozmi. Vice President of Creative Services Siti Julaiha binti Md Jailani. The vice president of marketing services is Nurul 'Ain Amira binti Norizan and Vice President of Management and Services Dzulaikha binti Dzahar.

Furthermore, the Mini Vibes Co. business is an important part of this partnership. To begin, divide up the work and the money. Mini Vibes Co., for example, has collaborated with other businesses on projects and services. Even when it comes to money, everyone is treated equally. Second, there is a list of ideas, skills, concepts, and other properties. The company would be more competitive because each partner has contributed ideas about their respective skills. Finally, this

company's partnership firms are exempt from corporate taxation. Individual payments are mandated by statute and are calculated based on the profits received by the partnership business partners. The Inland Revenue Board is in charge of collecting income tax. This is important for the collaboration market of Mini Vibes Co.

VISION

To empower every employee and every organization, as well as to build a deep understanding relationship between them. To be a highly capable corporation with the most coveted customers from around the world.

MISSION

We want to expand our product market to a higher level and introduce product advantages to the public. We also give our customers the best available selection, the lowest possible price, and the most effective options by satisfying the customer's tastes.

OBJECTIVES

- For finance, we boost revenue by lowering costs and increasing profits in response to consumer demand
- Producing talented employees to maintain the company's productivity and efficiency.
- To ensure customer satisfaction with the cost and overall quality of the product or service.