



اوتو سبوتو تنكولو مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka  
Kampus Bandaraya Melaka

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

BUSINESS MODEL CANVAS



NAEF ENTERPRISE *"PLANT BOOMERS"*

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## **EXECUTIVE SUMMARY**

The NAEF enterprise is a four-member partnership business which was started and owned by Noranis, Aishah, Farisha, and Eyzeaty. It is registered as NAEF Enterprise under the Companies Commission of Malaysia (SSM). NAEF Enterprise is operated at Presint 9, 62250 Wilayah Persekutuan Putrajaya, Malaysia. The business hours are from 9 a.m. until 9 p.m. The business day is Monday to Friday except on Saturday and Sunday.

NAEF began operations after discovering hidden gaps in the gardening equipment sector, which is quite niche, and as a result, we later developed the idea of creating plant boomers, which has many unique features and benefits. This is because our company discovered that the majority of people do not find traditional watering methods to be an effective method of watering plants. The idea and concept of NAEF Enterprise is to provide innovative and more efficient, automatic watering plants compared to traditional watering cans. In addition, NAEF Enterprise also emphasizes on vibrant visuality to the customers by using Facebook medium to interact with the customers with engaging visuals. The Plant Boomer is also designed to show our targeted customer that our automated watering plants are high quality and affordable for customer satisfaction.

Plant boomers is a product that is projected for all layers of the market. The price sets are affordable for targeted markets such as government servants, families, gardeners, horticulturists, and residents around Presint 9. Despite the fact that we are new to the industry, NAEF enterprise and plant boomers are gaining traction. However, NAEF Enterprise, like any other firm, cannot avoid problems in its day-to-day operations. According to our research, Malaysia is a developed country with a mix of people with lower and higher income levels. Therefore, our plant boomers are an excellent choice for those who cultivate plants, and we offer this product to people of all economic levels as our prices are reasonable and affordable.

## 1.0 INTRODUCTION

### 1.1 COMPANY BACKGROUND



*Logo of NAEF Enterprise*

NAEF Enterprise is a partnership business. It was established in August 2021 by Noranis and colleagues. The name of NAEF Enterprise came from the name of four partners involved in this business; Noranis, Aishah, Eyzaty and Farisha. We all first met in degree years and took the same course which is Bachelor of Business Administration (Hons.) International Business and also became classmates. Becoming a part of a partnership business with the four of us has proven to be a strength because we know and understand each other's skills and weaknesses.

A year before the setup of NAEF Enterprise, Noranis who was working as the marketing team in the agriculture and entrepreneurship field recognized hidden gaps in the marketplace when she analyzed feedback from customers back then. She found that the normal watering method is not efficient enough for the consumers. Then, Noranis and other partners later initiated the idea of the solution for it which is the Plant Boomers. This invention adequately fills consumer's needs because Plant Boomers don't require monitoring for it to function, portable and many other benefits. Thus, Plant Boomers is a very good alternative for those who grow plants. Today, NAEF Enterprise and Plant Boomers are getting constant recognition although we are still fresh in the market.

## **1.2 PROBLEM STATEMENT**

### **1. Lack of interest and awareness in planting tree**

With the increasing number of technology and development, people seem to have forgotten about the importance of trees in our ecosystem. Plants maintain the atmosphere by providing and absorbing carbon dioxide during photosynthesis. Based on a study, it stated that for the past 800,000 years the amount of oxygen in our atmosphere has declined by 0.7% and until now, the number has continued declining. We find that this is a serious issue that occurs in our world. This is our earth and it was our responsibility to take care of it but the condition was opposite as most people ignore this thing. One of the reasons people avoid tree planting at home is due to lack of time, as well as a lack of knowledge on how to care for the plant, as it requires daily watering. This may be an impediment to them in order to gardening at home.

### **2. Working person do not have much time to plant tree**

As we know, working people normally do not have time to do other things except by doing their work as they spend most of their time every day at the office. So, some of them did not even have time to spend on tree planting. Consider that working individuals must be ready to go to work early in the morning. After that, they must spend most of their time, nearly 6 hours, in their workplace before returning home at night. They are too weary to accomplish anything after working all day, so they need time to relax and do not have time to care for their tree. As we stated earlier, tree planting was really important, thus everyone must be involved in this activity. Other than that, some working people want to do tree planting, but do not have time and any equipment to solve the issue. Other than planting trees for the carbon dioxide, vegetables and fruit are also plants that can ease people's life by giving them a source of food and saving their money. It was such a waste if a working person cannot plant a tree as they do not have enough time to do so.

### **3. People need to stand for a long period of time**

From our experience we see that people are spending time watering plants if they are using the traditional method. For example, when they are using the watering can that is filled with water and they need to hold it while standing for too long. It wastes a lot of energy just to water the plant and it looks tiring to us. This condition was not suitable especially to