



**BUSINESS MODEL CANVAS**  
**JUMEIRAHGO**

**PRINCIPLES OF ENTREPRENEURSHIP : BUSINESS MODEL CANVAS**  
**(ENT530)**

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## EXECUTIVE SUMMARY

Business plans are important to allow a company to lay out its goals and attract investment. They are also a way for companies to keep themselves on track going forward. A business plan purpose is it should be used to help run your company with a more cohesive vision. It is your roadmap. By truly analyzing your plan for marketing, sales, manufacturing, website design, etc., you greatly improve your chances for success.

Our **JumeirahGo** had its own goals and objective. **JumeirahGo** objective is to become a successful tailoring service provider and training institute in Malaysia and one of our mission is to maximize profit. In order to achieve all these goals and objectives, we have prepared and conducted a proper plan in terms of business operating in a smooth yet in an efficient manner.

For the past three years, we have successfully gained our company profit. By implementing a sound research and development, we managed to know the social problems that consumer faces which is they are having problem with their existing 'pelikat' and trouser during taking their wudhu'. Most of the guy faces the same difficulties including our father figure. Due to this, it become an inspiration for us to produce the product that would give benefit to others. Our target market is for Muslim community and mostly for the working person and baby boomers generation. We had received a good feedback from the customer regarding the pants and 'pelikat' that we produced. Most of them satisfied with the material provided and it is easier for them to wear it.

Our tailors providing a best service to the customer, they treat the customers politely and provide them with sufficient information. Despite received a good feedback regarding the product, we received feedback about our services towards them. This will make a lot of customer and investor attracted with our company. Last but not least, we are hoping that our company would maintain the momentum and providing other Muslim's product that meet our customer's needs.

## 1. INTRODUCTION

### 1.1. Company Background



**JumeirahGo** is a company that offer product for Muslim. The name of the company is inspired from the idea of the product itself, in which to have a go-to-use product and with an additional Arabian influence. The product specifically designs for most of Muslim men that we believe that this issue are not always highlighted by the community. Our **JumeirahGo** offer two types of product category. The first one is a 'pelikat' and the second product category is a trouser.

We provide two types of product is because for the 'pelikat', it can be used to perform prayer or during the leisure time meanwhile for the trouser, we design the product to be convenient for the people who are in working hours or during leisure time too. We manufactured the product into a water-resistant product because we believe that most of Muslim men are having a problem with a wet spot on the trouser or pelikat before performing prayer after taking wudhu'. This is definitely causing some discomfort for a guy when perform the prayer.

Due to this, we came up with an idea of manufacturing water-resistant product for them. Besides that, we also attached the hook in our product so that the consumer will have no problem in folding their 'pelikat'. Hereby, we hope that this product will be able to make it easier and bring comfort for the users while also improving the change in the problem among Muslims.

**First company: MiMiMi Sdn. Bhd.**



Picture 2: MiMiMi Sdn. Bhd. company logo.

