

# FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

## BUSINESS MODEL CANVAS OF VANS

**FACULTY:** DIPLOMA OF CHEMICAL ENGINEERING

**SEMESTER:** 1

**CLASS:** J4EH1101B

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## **Executive Summary**

Firstly, this report is totally about the analysis of the entrepreneurship that use in Vans company. In this report, we will explain and elaborate the information about Vans, which is the most best shoes company that related to world largest youth culture brand especially skateboarder. We choose Vans company because we make some search about this company and we gained many benefit information that related to entrepreneurship. Besides, this company even use their own ways to improve their growth in business. Nowadays, Vans company can be recognized as the succeed brand that has been ranked as the VF Pinnacle Award in 2015. Vans company was founded by Paul Van Doren that is just the staff in a shoes factory, Then, he decided to make their own company. The Legacy of this company was continued by his related. After we do some research and analysis about this company, we gain many information about this company "s strenght, weakness, oppurtunities and threat. Eventhough Vans has been recognized as the succeed company, they even encountered some of its problem and our group has provide the reciprocal recommendations. The Business Model Canvas help the organization to keep focus on their improvement. Besides, the company can consistant their track of the progression the achieve succeed



A first product that we choose to be our case study is the most best selling skater brand which is Vans. Vans is basically an American product of skateboarding apparels such as shoes, T-shirt and cap. This product was based in Santa Ana, California. In the last 4 decades, Vans has witnessed an extraordinary growth and launched several ranges of popular footwear. Van also offers clothing and accessories that are very popular among the youth with special emphasis on the skateboarder/surfer/snowboarder market segment. The other products include shoes for BMX riders, snowboarders, skateboarders and other types of boots.

Vans even manufactures and retails footwear, apparel, and accessories for men, women, and kids worldwide. It offers kind of like shoes and sandals and clothin, such as T-shirts, tanks, shirts and tops, shorts, sweatshirts and hoodies, boardshots, pants and joggers, jeans, jackets, dresses and skirts, leggings, and sweaters. The company also offers accessories, such as hats and snapbacks, beanies, backpacks and bags, socks, sunglasses, wallets, belts, laces, and keychains. In addition, it sells products for snowboarding, surfing, and skateboarding. The company sells its products through its retail stores, other retailers, and online. VANS, Inc. was formerly known as Van Doren Rubber Company, Inc. and changed its name to VANS, Inc. in 1991. The company was founded in 1966 and is based in Cypress, California. VANS, Inc. operates as a subsidiary of VF Outdoor.

## vans Founder



The founder of the product is Paul Van Doren. In 1944, Paul Van Doren dropped out of school in 8th Grade at age fourteen when he realized he was totally not like schooling. We got the information that he earned nickname "Dutch the Clutch" because he had a strong passion for horses and found his life and feeling to the race track. Paul's mother, Rena, did not accept the idea of Paul's life without a job and not in school, so she insisted he get a job at Randy's, a shoe manufacturer in the U.S. His part of the job was to sweep the floors and make shoes. We even get that Paul eventually worked his way up the ladder and became the Executive Vice President at just 34 years old. Randy's became one of the biggest shoe manufacturers in the U.S. From Van

Doren's quick success in Massachusetts. Then, he was ordered to take part at Randy's factory in Gardenvale, California that was losing close to a million dollars each month. Regarding to the failing, Paul and his brother Jim moved their families and settled in Anaheim to help the factory. After just eight months of being in Garden Grove, the factory was functioning and more successful better than the one in Massachusetts. Three months later, Paul decided he wanted to start his own shoe brand.