



**FACULTY OF ART AND DESIGN  
MARA UNIVERSITY TECHNOLOGY  
CAMPUS PUNCAK ALAM**

**AD 241  
BACHELOR OF GRAPHIC DESIGN (HONS.)**

**ENT 530  
PRINCIPLES OF ENTREPRENEURSHIP**

**ASSIGNMENT:  
BUSINESS MODEL CANVAS (GROUP PROJECT)**

**PREPARED BY:**

<b>NAME</b>	<b>STUDENT ID</b>	<b>CLASS</b>
NUR AUNI RUSHDA BINTI A'SPURI	2020989585	AD 241 5C
SAIDATUL SUHAILAH BINTI MOHD SUHAIMI	2020954089	AD 241 5C
NUR FAZIRA BINTI AHMAD MURAD	2018698832	AD 241 5C
MUHAMMAD RAZIQ BIN ROSTAM	2020955801	AD 241 5C
FINARIOSON TIMUN	2019324145	AD 241 5C
SYAHMI ZAINI BIN MUHAMMAD AMIRUL RIDHZUAN STANNY	2020989255	AD 241 5C

**PREPARED FOR:  
MADAM RAHAYU BINTI HASANORDIN**

## **ACKNOWLEDGEMENT**

All great works are the witness of significant support from one another. Thus, it is not hard to conclude how active assistance from various people prohibitively impacts the execution of this Business Model Canvas: Sya Cakery group project.

First and foremost, we offer this endeavour to our God Almighty for He is the One who grants us wisdom and bestows upon us great health and peace of mind in order to finish this Business Model Canvas.

Then, we are truly thankful to Madam Rahayu for her active guidance throughout the completion of this project. Alongside, supervised all the little details to ensure optimum result in understanding the fundamentals and principles of entrepreneurship deeply.

We would also extend our gratitude to Miss Syafiqah Afendi, who helped and contributed great input especially regarding her small business. We are highly indebted in her candour on sharing the ups and downs of her sole own business which then resulted in the birth of this project.

Last, but definitely not the least, we would love to give thanks to each other for being supportive and playing our role respectively. Our joint contribution leads to the success of this project in the end. Thank you for the long conversation and wise ideation.

## TABLE OF CONTENTS

<b>Contents</b>	<b>Page</b>
ACKNOWLEDGEMENT	1
TABLE OF CONTENTS	2
<b>1.0 EXECUTIVE SUMMARY</b>	3
<b>2.0 INTRODUCTION</b>	4-19
<b>3.0 BUSINESS MODEL CANVAS</b>	
3.1 Customer Segments	20
3.2 Value Proposition	21
3.3 Channels	22
3.4 Customer Relationship	23
3.5 Revenue	24
3.6 Key Activities	25
3.7 Key Resources	26
3.8 Key Partnerships	27
3.9 Cost Structure	28
<b>4.0 CONCLUSION</b>	29
<b>5.0 APPENDICES</b>	30-32

## **1.0 EXECUTIVE SUMMARY**

Sya Cakery is a business that is owned by Nur Syafiqah Afendi, and the nature business of Sya Cakery is sole proprietorship. This business was established in September 2019, and is located in Bagan Serai, Perak. Sya Cakery sells homemade desserts with a number of custom orders of their products. It is an interesting business to venture along the entrepreneurs path as a personal own business at a young age.

This business provides very good customer service for its beloved customers, for instance, bringing in a positive and friendly environment for every customer that comes to Sya Cakery. Most of Sya Cakery products are promoted in social media Instagram. It will make it easier for the customers to find Sya Cakery as most individuals these days are more active in social media and on the internet.

The purpose of choosing Sya Cakery for our research is to learn and understand how to manage a business well, figuring out how to overcome and solve problems encountered, as well as having a clearer view on how to conduct and start a business, thus achieving a successful business journey. The benefits of Sya Cakery using the Business Model Canvas (BMC) enables her to visualize and identify key elements of business such as the value propositions, customers, business operations and finances. Hence, deciding what is necessary to be focused on would help save time and develop more knowledge and experiences of the business.

## 2.0 INTRODUCTION



<b>Name of Company</b>	Sya Cakery
<b>Nature of Business</b>	Sole Proprietorship
<b>Location of the Business</b>	Bagan Serai, Perak
<b>Date of Business Commencement</b>	September 2019
<b>Factors Establishment of Business</b>	Loves to bake Inspiration on entrepreneurship
<b>Future Prospect of the Business</b>	Open own store Expand across the region

### Sya Cakery Background

Sya Cakery was established in September 2019 by Nur Syafiqah Afendi. Nur Syafiqah's inspiration to start on her journey with Sya Cakery was from her family and her close friends' support, as well as other young entrepreneurs. Sya Cakery operates in Bagan Serai, Perak. Sya Cakery sells a variety of homemade desserts with high demand products from customers such as brownies, cheese tarts, cream puffs and cakes.