



BUSINESS PROPOSAL: BMC REPORT

Dolcé (Melted Cadbury Cookies)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY AND PROGRAMME: Faculty of Art and Design
Bachelor (Hons.) Graphic Design (AD241)

SEMESTER : 05

PROJECT TITLE : Business Proposal: BMC Report

NAME :

NO.	NAME	STUDENT ID	PROGRAMME	GROUP
1.	SITI SU'AIDAH KAIYISAH BINTI SHARUDDIN	2020956163	AD 241	5C
2.	NUR ADLYN SOFEA BINTI SHERIFUDDIN	2020983207	AD 241	5C
3.	NOR SYAFIQAH BINTI DAMLA	2020995505	AD 241	5C
4.	ERRISSA KYSTIENA BINTI YAHYA	2020989447	AD 241	5C
5.	NUR DINI SYAFIQAH BINTI MOHD BAHTIAR	2020961285	AD 241	5C
6.	NURUL IZZAH BINTI MOHD ZAKI	2020983309	AD 241	5C
7.	NUR IZZATI BINTI MOHD ROSLI	2020986357	AD 241	5C
8.	NUR SYAZWIEN BINTI JAAPAR	2020983799	AD 241	5C

LECTURER: MADAM RAHAYU HASANORDIN

TABLE OF CONTENT

TITLE PAGE	PAGE
ACKNOWLEDGMENT	3
EXECUTIVE SUMMARY	4
1. INTRODUCTION 1.1 Company Background 1.2 Problem Statement 1.3 Opportunity Recognition	5-6
2. COMPANY ANALYSIS 2.1 SWOT 2.2 Comparison between competitors 2.3 Purpose of business model canvas preparation	7-10
3. BUSINESS PROPOSAL 3.1 Business Plan Canvas proposal 3.2 Explanation of BMC	11-16
CONCLUSION	17
APPENDICES	18

ACKNOWLEDGEMENT

First of all, we would like to show our gratitude to our respected lecturer, Madam Rahayu Hasanordin for giving us a good guideline in completing this Business Canvas Model task. We were provided with sufficient and informative knowledge on the subject Principle of Entrepreneurship (ENT 530) as well as delicately assisted to complete this business model canvas task. Our lecturer's guidance has definitely encouraged and helped us to complete the task in time.

We would like to expand our deepest gratitude to our group members which are Siti Su'aidah Kaiyisah, Nur Adlyn Sofea, Nor Syafiqah, Errissa Kystiena, Nur Dini Syafiqah, Nurul Izzah, Nur Izzati, and Nur Syazwien for the effort, team-building and initiative that we have committed to completed the business model canvas. We are grateful to have a great understanding and tolerance between one another. Each group member has always been keen on helping each other to complete the task. These challenging times have helped us understand the importance of working together to achieve our objective for this subject.

EXECUTIVE SUMMARY

In this study, the implementation of the business model canvas by Alexander Osterwalder will provide a better understanding on managing business. The selected business for this study is a small business called Dolcé that is owned by a young entrepreneur. Dolcé business is selling Melted Cadbury Cookies for cookie and chocolate lovers. Their goal is to introduce affordable yet delicious cookies dip in chocolate with premium ingredients that can be enjoyed and consumed by everyone. However, as an independent business they also faced problems while operating their production. For the business to run and operate smoothly, Dolcé has set their practices and implements on business by strategic marketing, and operational strategies in order to achieve their goals.

The study of Business Model Canvas on the selected company will ensure a transparent understanding of the business plannings. The management of Dolcé is not only sought for profit, but they also consider the long-term of the business. Thus, it is important how the Business Model Canvas can help Dolce understand their customer's segmentations, the brand positioning in market among existing competitors, their revenue streams flowcharts and analysis of its value proposition.

1. INTRODUCTION

1.1 Company Background



Dolcé logo

Dolcé is a pastry business that is owned by Nur Hanim Binti Amran. Dolcés began and started its operation in August 2020 based in the Selangor area. Initially, the Dolcé started with the owner giving away her cookies to her families and friends since she likes to bake, later on both of the family and friends encouraged her to sell the cookies. Since baking is one of Hanim's passions, she decided to take it into another challenge by creating a business for her passion. After that she started taking orders and named her business with the brand as Dolcé.

Recently, Dolcé has produced 200-300 jars of cookies per week compared to the beginning of its business which only produced 30 jars. The vision of the Dolcé is to ensure the quality and taste of the cookies product in meeting satisfaction from customers. The mission of the Dolcé is to give a job and opportunities to help others to be a part in the business of Dolcé such as team part timer in 2production, marketing executive that can give side incomes to others.