



ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

TITLE

INDIVIDUAL ASSIGNMENT

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1.0 EXECUTIVE SUMMARY

The overview of this report is I am proposing the business that I choose which is MATANG DAGANG Enterprise through the process that showed in Business Model Canvas. MATANG DAGANG Enterprise is the one I choose for this report. MATANG DAGANG Enterprise is a kampong Matang based company that supply animal feed.

This report was paid particular attention more to the customer, value proposition, channel, customer relationships, revenue stream, key activities, key resources, key partners and cost structure of the company and make recommendations or some innovations that would improve MATANG DAGANG Enterprise current performance.

2.0 INTRODUCTION

Assalamualaikum, I am currently studying at UiTM Kelantan Campus Machang. I am studying in Diploma in Banking. Reason why I doing this report is because it is in my ENT300 syllabus. It required to write a Business Opportunity based on my study of the company called Matang Dagang Enterprise.

Since this report is a practical learning, students tend to understand more because students need to interview the owner of a business or service provider. The task can assess application on theories and concepts learned in class to real life situation. So, that what they have learned is applied and related to real life situations. Though this task communication and soft skills are improved. This is because students have to brainstorm the questions that need to be asked before interviewing the owner of the business or service provider.

Matang Dagang Enterprise supply a cow, cat, goat, birds, chicken and duck feed also they have supply a cat and birds cage and former bird food. Matang Dagang Enterprise is the first store that provide an animal feed in village society also the price is less than at the hometown.

BUSINESS MODEL CANVAS

3.1 CUSTOMER SEGMENTS

Customer defines as a group of people or organizations aim to reach or serve. Every company needs profitable customers in order to survive. The word customer can undoubtedly feel uncomfortable in the arts and cultural sector. It can help to think of it as a term for people who get something in return. This might include visitors to a gallery or participants in an education programme. It could also be funder who have a particular interest in those people because of their own missions and priorities. Sometime customer segments may be mutually dependant.

For the customer segments, Matang Dagang Enterprise choose breeder because breeder need to feed their animals and need a vitamin or quality animal food to maintain the animal quality. The breeder also wanted to make a business by using their farm animal so, they need a quality animal food to their farm animal every day. Secondly, Matang Dagang Enterprise choose an animal lover such as a cat or birds lover because their pet also need to feed every day and they also want a quality animal feed to maintain the pet healthiness and for a cat they want to always thick air and fat because it will make the cat more cuteness.