



FUNDAMENTAL OF ENTREPRENEURSHIP ( ENT300 )

BUSINESS MODEL CANVAS (BMC)



ARIFF KASTURI ENTERPRISE

PREPARED BY :

STUDENT'S NAME	MATRIC NUMBER
NURUL HANNANI QISTINA BINTI HUSNI	2018691612

PREPARED FOR :

MADAM NUR HAZELN MAT RUSAK  
FACULTY OF BUSINESS AND MANAGEMENT  
UITM CAWANGAN KELANTAN

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## **1.0 EXECUTIVE SUMMARY**

Business opportunities are about how we related the case study and business and apply it on our plan to be a successful entrepreneur and how we identify any course of production of beginning until end. It also teaches us the strategic plan to recognize any problem with the business.

First of all, the company that had been chose is Ariff Kasturi Enterprise which is a sole-proprietorship. Ariff Kasturi Enterprise offered various of beauty and health products. Ariff Kasturi Enterprise is focusing on producing only halal and muslims friendly products. There are various types of products available in this store. Their products can be purchased by all ages. Moreover, all the products that available at their stores are produced based on their own idea and recipe. Their products are made in halal way and the muslims can use it without any hesitation.

Let's go to seek into my business model canvas for the innovation of the product to become better in the present and for the sake of future. Innovation of a product will make huge changes and give new opportunities for a company. It also can help foster competitive advantage as it allows the company to produce better products for the customers.

## 2.0 INTRODUCTION

Ariff Kasturi Enterprise is a small company, owned by Nur Aina Sofea Binti Muhammad Zamri, which sell various of the beauty and health products. Ariff Kasturi Enterprise is located at No. 1, Jalan Taman Kamunting Permai , Taman Kamunting Permai , 34600 Kamunting Perak. Ariff Kasturi Enterprise had been registered under Suruhanjaya Syarikat Malaysia (SSM) since 2014.

Miss Aina Sofea chooses muslim products as her business because she wants to make muslim product become worldwide and get a place in the international market in the future. Moreover, the idea for the inspiration to sell the product is the owner intends to produce an ointment made by muslims so, the muslims can buy their product without hesitation. There are also have many channels that can be used to sell the products such as is direct selling and social media affiliate marketing including cod of delivery (COD) and they also open a stall in the night market. It is a bonus for the company, for producing halal products because it is hard to find halal product nowadays.

Ariff Kasturi Enterprise is located at No. 1, Jalan Taman Kamunting Permai , Taman Kamunting Permai , 34600 Kamunting Perak. The location is strategic and accessible as it surrounded with other building and people. The stall is located in the middle of the town. So, the location is always surrounding with a lot of people. The business entity also got advantages from the location strategy because it eases people to look for the store. They opened from Monday to Saturday on 10am till 5pm.

The company sells the products with affordable and reasonable price. In short, Ariff Kasturi Enterprise chooses the pricing strategy based on market conditions, actions that competitors take, input costs and also consumers' ability to pay.

Ariff Kasturi Enterprise always focuses on producing and marketing activity. The owner's mission is to provide the highest quality, excellent services culture and various payment options. Wangian Terapi Ariff Kasturi is the most popular selling product that had been innovates by the company using a halal way with only quality ingredients. So, that the customers can chose it without hesitation and would be their favourite product all the times. I would like to suggest for the innovation, the owner should make the bottle of Wangian Terapi Ariff Kasturi have two scents, means that they innovate the packaging which is the bottle create with two parts of body so the customer can bring a 2 in 1 Wangian Terapi Ariff Kasturi that include 2 scents so, the customer have two choices and this idea may increase the demand of the product in the future because 2 in 1 product always been chosen nowadays.

The most successful products in the market are the ones that have studied their environment and perform the latest innovations in ingredient products, products development, packaging or storytelling.

The core of the business activities that found in this business including operations, marketing and advertising, production, problem-solving and administration for the primary purpose of making revenue stream and profit.

The business will make an estimate of how capital is used in business operations so that revenue is spent on business activities. Next, marketing plans and brand recognition, these activities will help the business to develop brand recognition in the market as well as develop advertising so that the products are widely recognizable by the customer segments. This comprehensive marketing of materials will help the customer segments aware of Ariff Kasturi Enterprise, check and evaluate its value propositions before purchasing the products.

Lastly, growing sales and building relationship, for these activities the business will maintain a close relationship with the customer segments so that sales prospects can be expended. Maintaining relationship with existing customers can result in repeated products sales.