



اَبُو بَكْرٍ سَيِّدِي تَيْكُو لَوِيحِي مَبَارَا
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MARA

**FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS
ADMINISTRATION (HONS)
HUMAN RESOURCE MANAGEMENT (BA243) & INTERNATIONAL BUSINESS
(BA246)**

**COURSE: PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
BUSINESS MODULE CANVAS: CORNDOG CRISPY ENTERPRISE
GROUP: ENT530X
SEMESTER: 4**

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EXECUTIVE SUMMARY

This report is about creating a business model canvas for a simulated business under course of Principles of Entrepreneurship, course coded ENT530. ENT530 is a course under the Faculty of Business Administration and Management.

ENT530 is a subject that teaches the principles of entrepreneurship, in which within its syllabus, it teaches the entrepreneurial mindset and decision process that an individual will encounter as the individual pursuing the entrepreneurial opportunities, creating new ventures, and dealing with business management issues.

Hence, for this subject, students are expected to analyze issues related to entrepreneurship. Students also are expected to demonstrate leadership and communication skills in preparing a business plan using Business Model Canvas. Furthermore, students are expected to demonstrate entrepreneurial skills in creating a business via a social media.

Business Model Canvas (BMC) is a strategic tool for developing new business models or documenting and improving the existing ones. BMC helps a company to align its activities by understanding the potential trade-offs, and understanding own strength, weaknesses, opportunities, and threats. As a great tool, BMC offers focus, flexibility, and transparency besides being easy to tweak, lucid and coherent. Within a single page, it explains the core elements that drive business and omits all unnecessary aspects.

For this report, a business named Corndog Crispy is simulated to accomplish the purpose of creating a business model canvas. It is a business that sells corndog through traditional, physical means and beginning to grasp the trend of online sales by inducing an online presence through social media platforms.

This process is assisted by a business model canvas that illustrates several aspects such as key partners, key activities, key features, value proposition, customer relationships, channel, customer segments, cost structure, and revenue streams. Hence, suitable examples will be included to demonstrate further the practice of business model canvas. In which it provides understanding on how it shapes the business.

ACKNOWLEDGEMENT

To start, we from Group 2 from class ENT530X of Universiti Teknologi Mara Kampus Puncak Alam like to thank Allah s.w.t., the most Gracious and most Merciful, for giving us the blessing to have the capacity on finalizing this report. This report is a part of group assignment given by our lecturer, Madam Rahayu binti Hasanordin, assigned to us to achieve several purposes of Principles of Entrepreneurship, course coded ENT530.

While being the only assignment for group task, this assignment aimed to accomplish the objectives of this subject. One of it is to allow students to analyze issues related to entrepreneurship. Also, this assignment helps student to demonstrate leadership and communication skills in preparing a business plan using Business Model Canvas. Additionally, this assignment assists students to demonstrate entrepreneurial skills in creating a business via a social media.

Hence, are very grateful to each of our group members for opportunities to make a report regarding the simulated business as a whole and willing to be the subject of our report. We are also thankful to our lecturers, especially Madam Rahayu binti Hasanordin, for the guide and assistance in making this report possible and fulfill all the requirements needed for the report to achieve its objective and vision. Furthermore, we also felt very thankful towards our friend and family in giving the support needed and ease of access for us to complete the report.

Truly, throughout this subject, we faced many challenges and in return, we gained new knowledge that we learnt from making this report as it helps us to understand more about the syllabus or the topics that we learn in our class. Making this report also helps us to nurture our entrepreneur's knowledge in terms of handling and managing the business in a well and structured manners.

Finalizing this report is an evidence of our understanding, in which it requires our critical thinking skills in solving real life problems regarding to business, while giving much experience to a business major student. Hoping that this report will help others to understand the nature of a well-structured business and creating a well perspective in solving daily business basis problems or major problems in business.

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1. INTRODUCTION

1.1. Business Background

Corndog Crispy Enterprise is an enterprise business that sells corndog. Nur Fatimah founds this business in December 2020. This business is located at Hentian Bas Selangor, Gerai No.10, Medan Selera Majlis, Jalan Gembala 19/9. It is located nearby school because it is strategic, and the product is high in demand. This business currently operated by the owner of the business and her other seven staffs. They operated from 10 a.m. until 10 p.m.

Corndog Crispy is a company which focuses on food production. As a product sold by the business, cheese corndog is a street food originated from South Korea, in which gained popularity in recent years among young generations through tourism and social media presence. It is a food that is described as crispy outside, soft, and hot cheesy inside. Made from high gluten wheat flour mixed with salt, sugar, and yeast, added with beaten eggs, milk and butter, which the completed batter wraps in the mozzarella cheese block and precooked sausage and covered with breadcrumbs. The corndog is deep fried to golden perfection and releases a great smell, attracting young customers to savour the taste and fill up their belly.

Corndog Crispy vision is to make their company a well-known, established and satisfied by their customers to expand their product and can collaborate with other bakeries to make something new and creative in Malaysia in the nearest future. Their mission is to serve everyone better than anyone else.