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

**(ENT 530)**

**PRINCIPLES OF ENTREPRENEURSHIP**

**BUSINESS MODEL CANVAS**

**(Kuaci Bakar Letopz)**

**GROUP: (AD241 5A)**

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## **ACKNOWLEDGEMENT**

Primarily, we would like to express our utmost gratitude to Allah S.W.T as we managed to complete our Business Model Canvas report successfully by His guidance and blessings. Then, we would like to express our thankfulness to University Technology Mara (UiTM) Puncak Alam, Selangor for giving us the opportunity to conduct this assignment. Besides, we would like to acknowledge with much appreciation and express our gratitude for the crucial role of each of our groupmates, from class AD2415A, whose efforts helped guide each other to assemble the parts and the completion of this Business Model Canvas report.

Moreover, our deepest gratitude to our parents who tried their best to give their support by giving us a lot of encouragement and provide the financial for use to pay all the cost required from the beginning until the end of our project assignment and they are never tired in supporting us at all and to complete this assignment

In addition, a special thanks to our teammates who also provided more advice and knowledge sharing before we started the business until we completed this assignment. We also would also like to thank everyone who has been involved and contributed directly or indirectly to our project as they have demonstrated their efforts and initiatives so that we can successfully complete this business model canvas report. We would also like to apologize to everyone who did not mention that it helped us a lot to complete this portfolio and we hope this Business Model Canvas report can give us more about the world of entrepreneurship and facts on how to become an entrepreneur in the future of life.

Last but not least, many thanks go to Madam Norsiah Ahmad, our class lecturer, whose have given her full effort in guiding us in achieving the goal as well as her encouragement to maintain our progress in track and stimulating suggestions and encouragement, helped us to coordinate the task especially in writing this report for ENT 530, Principles of Entrepreneurship.

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## EXECUTIVE SUMMARY

Business Model Canvas (BMC) is a strategic management and entrepreneurial tool that allows entrepreneurs to describe, design, challenge, invent and pivot the business model. Learning from the business surroundings and competitors are the best tools to set up businesses which is why BMC plays a huge role in running a business. The business that we chose was *Kuaci Bakar Padu Letopz*. Muhammad Saifuddin bin Che Othman owns *Kuaci Bakar Padu Letopz*, a small local business in Sri Petaling, Malaysia. He started the business in 2019 after finishing an assignment for his degree entrepreneur course, ENT530, Principle of Entrepreneurship.

Looking at *Kuaci Bakar Padu Letopz's* product and pricing, they are certainly successful in providing the most affordable toasted sunflower seeds snack in the local market. Customers can choose their preferred type of toasted sunflower seeds between original and spicy.

The concept of *Kuaci Bakar Padu Letopz* is to produce quality and consistent products, provide fast and flexible services to achieve one hundred percent consumer satisfaction. It also emphasizes homemade local toasted sunflower seeds.

In a nutshell, we have analyzed the business using Business Model Canvas (BMC) by listing our customers segments, value proposition, channels, key partner, key activities, customer relationship, key resources, cost structures and revenue streams. This analysis gives the business structure of a business plan without the overhead and improvisation.

## 1. INTRODUCTION



### 1.1 Business Background

*Kuaci Bakar Padu Letopz* is a product based on sunflower seeds. It is baked without flour and not fried to maintain the nutrients of the sunflower seeds. Guaranteed halal and clean. *Kuaci Bakar Padu Letopz* products have two flavours, Original and Spicy which comes in a 300g plastic jar.

**Name of Business:** Kuaci Bakar Padu Letopz

**Business Location:** Sri Petaling, Selangor, Malaysia

**Business Address:** 34, Jalan 3/149D, Zon M, Bandar Baru Sri Petaling, 57000 Kuala Lumpur

**Website Address:** <https://shopee.com.my/kuacibakarpaduletopz>

**Form of Business:** Sole Proprietorship

**Date of commencement:** 2019