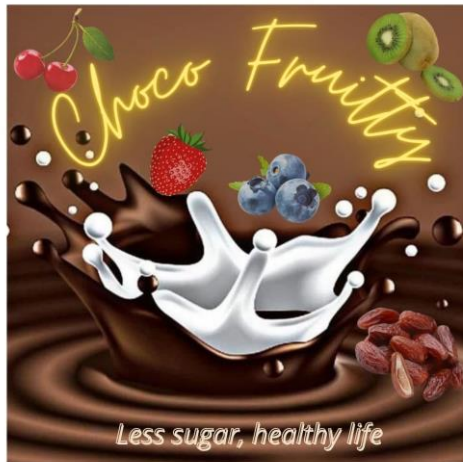




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UNIVERSITI
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PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

SUBJECT : PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)

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PROJECT TITLE : BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

We are starting a business of manufacturing chocolate jars. The name of this company is Choco Fruity. Choco Fruity offers choco jars products that are more likely to meet customer needs. This is because innovation allows the business to be updated with the latest changes in tastes and preferences of the consumers and hence, to serve those preferences and increase its profits.

The uniqueness of this product is the ingredients that we used in the choco jar. We used the quality chocolate which is Beryl's to melt it together with the quality of bubble rice to maintain its crispiness. We have three types of chocolate which are dark chocolate, milk chocolate and white chocolate. It also comes with a variety of toppings which most of them are well-known fruit such as dates, fresh strawberry, kiwi and blueberry. We have 'signature' topping which is fresh fruit and it is classified under 'signature' because it is different compared to other choco jar businesses. The most important thing is our choco jar is 50% less sweet.

Choco Fruity's customers are obviously from chocolate lovers who are diabetics, old people and who like to eat less sweets. It is also suitable to be given as a gift to someone. In Putrajaya, there are few competitors such as Choco Crispy, Choco Tub, Chocojarlicious and others. However, Choco Fruity is beneficial to be compared to other competitors because the toppings are different from others with affordable prices. It also has the 'signature' fresh fruit topping. Besides that, it is less sweet while they are not.

The management of Choco Fruity consists of the presidents who will lead the company, a financial manager, a production manager, a promotional manager and one who handles customer care. We also created facebook to expand our business through social media and learn how to post facebook posts for business products. Furthermore, to make it easier, we signed up for the eUsahawan portal to track our business for profits and revenues.

For now, we have a product and service commitment plan to promote the product. We can do both postage and delivery for customers. However, they still have the selected area for delivery.

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INTRODUCTION

1.1 Business Background

Nowadays choco jars are famous among people, even old people but it's hard for old people with diabetes to eat choco jars because of the sweetness so we produce Choco Fruity as the choco jars that can be eaten by all ages. Our aim and purpose for producing Choco Fruity is because we want our choco jar not like other choco jar because we want our choco jar to not only be able to give a delicious, sweet and crunchy taste but also be able to provide nutrition for people and we want all ages can eat and taste how delicious and sweet if less sugar chocolate mixed with fruits. In addition, for those who are on a diet and want to eat chocolate they can try it because Choco Fruity will not ruin their diet.

Choco Fruity is a less sugar choco jar mixed with fresh fruit and original fruit syrup. Choco jar from Choco Fruity is different from the other choco jar in the market because our method is 50% less sugar. Even Though it has less sugar, we are making sure that the taste of the choco jar will be tasty and delicious. It is because we mixed the choco jar with original fruit syrup, so it means that the choco jar will taste as sweet as fruit, not sweet sugar. So, whoever likes sweet things also will love choco jars by Choco Fruity even though it is less sugar. Choco jars by Choco Fruity are not only available in dark chocolate but also in white chocolate depending on the flavours of the choco jar. Choco Fruity has five flavors which are dates, strawberry, kiwi, cherry and blueberry and with crispy and crunchy cereals. Fruits that are used in Choco Fruity are genuine, not artificial fruit and we will make sure the fruits are fresh. Choco Fruity is available in a premium size which is 550 ml and with an affordable price which is RM15.00.

Besides that, we also provide surprise box service for Choco Fruity. So for customers who want to give this choco jar as a present we will decorate it in a box with colouring confetti for free but if the customer wants their own decoration, they need to pay for it depending on the decoration. We are opening orders and surprise boxes everywhere including Sabah and Sarawak.

1.2 Problem Statement

The problem that occurs is most choco jar brands out there are not suitable for eating by older people with diabetes. This is because they are too sweet and contain a very high sugar level. Even small children are not always allowed to eat sweet foods. It is not healthy for them. Parents must train their children to eat less sugary foods from childhood so that they are not addicted to sugary foods. Foods that contain high sugar levels will increase the risk for obesity and diabetes. Actually, we saw a lot of feedback from customers out there about choco jars that are too sweet for them. For example, some people with diabetes are craving to eat choco jar, but they cannot eat it because it is too sweet for them. If they eat the choco jar, the sugar content in their body will increase and most likely their legs or hands will be cut by the doctor. We understand that it hurts when you are craving for something, but you cannot have it. In addition, those who are on a diet because they want to gain an ideal weight and perfect bodies also cannot eat choco jars that are too sweet.