



## BUSINESS MODEL CANVAS

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS**

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**NAME** : NOOR SHAFIQAH BINTI YUSLI  
NOR NABILA BINTI SHAFII  
NUR MASTURA BINTI HASNAN  
NURUL A'IZA BINTI HARIRI

**LECTURER** : NORFAZLINA BINTI GHAZALI

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## **EXECUTIVE SUMMARY**

Whether small or large, businesses require a very high level of patience and effort in seeking business profits and avoiding bankruptcy. The various challenges or obstacles that a business will face regardless of whether the business operation is old or new. Not to be outdone, the NAMP Patisserie business tries its best to find a way to attract customers to know our store to develop and reap profits in the long run. NAMP Patisserie strives to sell products and provide the best customer service for customer satisfaction because customer satisfaction or rate for NAMP Patisserie or other businesses is good news. NAMP Patisserie operates at Jalan Profesor Diraja Ungku Aziz, 50603 Kuala Lumpur, Federal Territory of Kuala Lumpur, located in a crowded city and close to university and college students. However, many customers are satisfied with our products and services, but some are not. The customers complain of being dissatisfied with our products and services.

Therefore, the NAMP Patisserie has planned to create a Business Model Canvas or BMC so that our business can visualize or see in detail the idea and do tests on it. In this way, too, we were able to identify weaknesses that needed to be addressed and test them on whether or not the plan was to improve our small business.

Apart from the Business Model Canvas (BMC), we also use SWOT analysis techniques which are facilities used to analyze a business or organization in terms of strengths, weaknesses, opportunities, and threats. SWOT's function is similar to that of the BMC, but its observations are broader than that of the BMC, which is more detailed. From this SWOT analysis, we can also generate new ideas, especially with competitors. Similarly, a financial plan is vital when setting up a business and needs to be well cared for as proper finances will take our business to a higher level. If not taken care of properly and violated its terms, the company can go bankrupt.

In conclusion, NAMP Patisserie also has benefits and weaknesses in our business. In the future, we hope our business will be more advanced everywhere, including on social media sites, and meet customer demand as best we can.

# 1 INTRODUCTION

## 1.1 Background of the company

NAMP Patisserie is the first dessert bar in Malaysia. NAMP which stands for our combination names Nabila, Aiza, Mastura, and Pika. It is a collaboration of four women who want to open a bakery. We started the business after graduating in 2018 and started with cupcakes. At first, the business was slow, but they got an idea to create new products that dessert, drink, and beverages after a year.

The tagline '*Every flavor has a story*' shows that every product that we create has a story behind it. We will build modern desserts with creative and simple decorations. For your information, cake pop and stroopwafel pop are the first dessert pop that produces in Malaysia.

The concept of this bakery is modern. Our logo uses purple because it gives a creative, clever, and imaginative effect, while pink means feminine, unconditional love, and represents women (Juli 28, 2019 ). We choose the round shape for our logo because it shows community friendship love, perfection, and attention. (Sukhraj, 2019). The cupcake symbol represents the first product that we create.