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UNIVERSITI
TEKNOLOGI
MARA



BUSINESS MODEL CANVAS

TANG.KAP STUDIO

PRINCIPLES OF ENTEPRENEURSHIP (ENT530): CASE STUDY

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EXECUTIVE SUMMARY

Tang.kap Studio is a sole company that offers photography and videography services and made available to consumers who want photographs taken as to commemorate special occasions. The business also creates social media content for corporations and designs logos after observing the demand for social media content as a marketing tool for businesses in Wilayah Persekutuan Kuala Lumpur and Selangor Darul Ehsan as well as the need for the rise of social media, which encourages people to disclose their personal lives.

The business is headquartered in Seksyen 7, Shah Alam and it is owned by Haikal bin Abu Bakar as the founder of Tang.kap Studio. Before venturing into the photography and content creator business, he was an experience photographer and designer of Glam Magazine for six years before starting the firm of his own. The management of Tang.kap Studio consist of other five employees who dedicatedly work in the studio held liable in different roles. Aliya Khadijah binti Abdul Razak is responsible the department of Administration and Human Resource, Nadia binti Shamsul Aizat is accountable on the business's financial, Puteri Nur Najwa binti Ab Halim is a photographer and videographer, Siti Nur Khairunnisa binti Yusni is the graphic designer, Siti Sarah binti Mohd Zani is responsible on Marketing and Sales department. Lastly, the owner, Haikal bin Abu Bakar is dependable to act as advisor, mastermind of generating ideas and work alongside with employees to handle customers.

Tang.kap Studio serves the market by providing the needs and wants of the customers as they have identified that customers are hopping into the trend of posting photos and video of their personal life to social media platforms such as Instagram and Facebook. The studio seize the opportunity to help new business expanding their presence in the market by creating content for them that will assist in the marketing of the business. In order to keep the consumer relationship going, the business also offered promotions for certain occasions like festive season to allow customers capturing the memorable moments together. Tang.kap Studio marketing strategy is to focus solely on the studio setting and the affordable price which are high in demand within the youngsters nowadays.

Photography and designing has always been a requirement in the market as it is now normal to share beautiful photos of your life on social media. The rise of the technology has also evolve the way of marketing which need businesses to promote their products and services with content that will catch the attention of potential consumers. Shah Alam, the state capital of Selangor is a location that are occupied with prospect customers that likes to follow the trend like how Tang.kap

1. INTRODUCTION

1.1 Business Background



Figure 1.1: Business Logo

Name of Company	Tang.kap Studio
Nature of Business	Sole proprietorship
Industry Profile	Photography studio
Location of the Business	Tang.kap Studio, 3A, Jalan Plumbum V7/V, Seksyen 7, Shah Alam, Selangor.
Date of business Commencement	1 st March 2020
Date of Registration	27 th March 2020
Factors in Selecting the Proposed business	<ul style="list-style-type: none">• Less photography studio in Shah Alam.• To ease individuals and businesses on photography, videography and content creating.• To introduce new trends and styles to the public.
Future Prospect of the Business	<ul style="list-style-type: none">• Open more branches on every state in Malaysia.• The photography studio that produces top quality photography and videography, and content creating product.• The trendsetter for the photography and videography industry in Malaysia.

Table 1.1: Business Information