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# UNIVERSITI TEKNOLOGI MARA CAWANGAN KELANTAN

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**Faculty of Computer and Mathematical Sciences**



**ENT 300  
Fundamentals of Entrepreneurship**

**CASE STUDY  
(NIMS CRISPY CHOCO TUB)  
Tengku Norhanim Tengku Othman**

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## **EXECUTIVE SUMMARY**

NIMS Crispy Choco Tub by Adeliciousz company can make renewable energy a dependable option our customers. The company was founded by Tengku Norhanim Tengku Othman since October 2014. The company was started from a small business such as choco jar and now upgrade to choco tub. Crispy Choco Jar well-known businesses in Malaysia have been entered the global market such as Thailand, Brunei and Singapore. The Business Model Canvas is a strategic management an entrepreneurial tool. It allows you to describe, design challenge, invent and pivot your business model. Partners are the relationships that you have with other business, governmental or non-consumer entities that help your business model work.

NIMS ADELICIOUS SDN BHD company being recognized by everyone who in love with the chocolate. This is because NIMS Crispy Choco Tub giving a good quality chocolate. The strength of NIMS Crispy Choco Tub is marketing because the founder provides all the promotion poster, video and marketing online class. The promotion with advertising platforms such as Facebook, Instagram, Twitter and Blog to promote their business best visual content. Besides that, good reputation and variety of choices is one of the strengths for the NIMS Crispy Choco Tub in the business. When it comes to strength there must be a weakness behind it. The weakness of NIMS Crispy Choco Tub is the category of food-snack, it's not the main food for people to eat chocolate for every single day. Meanwhile, the population suffers from diabetes, cholesterol disorder is the one of weakness in this business. The target market only for youngster. NIMS Crispy Choco Tub also lack of physical store.

## ACTIVITES

Activities are the key things that you need to do in order to deliver your value propositions to customers.

## RESOURCES

Resources describe the most important assets required to make a business model work. These are the resources that allow an enterprise to create and offer a Value Proposition, reach markets, maintain relationships with Customer Segment and earn revenues.

## SOLUTION

Since we, as company there a lot of competitor. Adeliciousz company started with new product to attract a customer and buyer. NIMS Crispy Choco Tub improve the chocolate, change the flavour and make it attractive especially the design which is follow the trends.

## ENTREPRENEUR PROFILE



*Pesona YM Tengku Hanim Tengku Othman*

Name:	Tengku Norhanim Tengku Othman
Age:	30 years old
Nationally:	Bumiputera
Race:	Malay
Husband:	Faiz Hussamuddin
Business started in:	2014
Achievement:	From small business into global market.