



اُنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

'BUSINESS MODEL CANVAS'



'PAK RANG KOPPI'

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1.0 EXECUTIVE SUMMARY

Pak Rang Koppi is running as food and beverage business located at Johor Bahru, Johor. We choose this location as Johor Bahru is a big city that tend to have more opportunities to grow our business. Furthermore, the Johor Bahru's population today is higher and it is our chance to attract more customer.

Pak Rang Koppi focuses on produce and selling coffee with various type of flavour. We choose high quality ingredients in producing our products to maintain the taste and quality of the coffee. The customer also able to customise their own flavour according to their preference. Our target customer is public because our product can be enjoyed by everyone regardless of their age.

Pak Rang Koppi conduct a partnership business involving four people and we plan to start operate our business on 1st September 2021. We decided to sell our product online through social media and website since nowadays people tend to buy products online because it is very convenience. What make our products differ from the competitors is we serve premium coffee with affordable price.

This company has a bright future because we sell beverages that are different from the others. We believe that this company will grow and able to expand the business as well as generate more profit. Our business has its own uniqueness that are capable to survive in the market and compete with other competitors. Our goal is to have our own coffee shop along with introducing more coffee-based products.

2.0 INTRODUCTION

2.1 Business Background and Business Structure



Pak Rang Koppi was established in 2021 as a food and beverage business. Our main product is a coffee and we also serve many kind of flavour that are suitable with Malaysian taste. Our product also comes with simple but attractive design and unique packaging to attract people.

Pak Rang Koppi is a company that conducting a business in food and beverage industry. This company focus on serving high quality coffee by using premium ingredient and coffee bean. The business element in this company will be a combination of various flavour of coffee in one cup. We are also focusing on effective production to meet our customer demand.

Same with the other business, Pak Rang Koppi has its own mission which is to serve high quality and exclusive flavour of coffee to the customer. Our vision is to be one of the best Malaysian coffee manufacturers in 2024. Both mission and vision present our determination to grow our business and gain investor's trust.

Thus, we are from top-management level to production level are responsible to give our full dedication in satisfying customer's requirements. It also important for us to maintain our service efficiencies as any of dissatisfaction from customer may effect our company's objectives.

ORGANIZATIONAL STRUCTURE

