



اَوْنَبُوْرَسِيْتِي تَيْكُوْلُوْ كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**  
**BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE**  
**MANAGEMENT**

**COURSE: PRINCIPLE OF ENTREPRENEURSHIP (ENT530)**  
**ASSIGNMENT: BUSINESS MODEL CANVAS (MIDORIYA CAKE SHOP)**



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## **Acknowledgement**

First of all we want to thanks to Allah SWT for giving us full strength to complete this assignment 'Business Model Canvas' for Principle of Entrepreneurship subject even we facing many challenges and difficulties in completing this task, we still managed to complete it. And then, a lot of thanks to respected, supportive and patient lecturer, Madam Nadiah Maisarah binti Abdul Ghani which is my lecturer for this subject for all her support and guidance in helping us and our classmates to finish the task given.

We would like to thanks to our parents for the moral support and provide equipment that I need along my online learning this semester. And lastly we would like to thanks to our classmates for giving us support and share their knowledge with us about this assignment.

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## **Executive Summary**

The Business Model Canvas is used in this study to expose us as an entrepreneurial tool for building a basic business plan and to offer transferable knowledge and skills such as hands-on experience with the tool, oral communication, critical analysis, and teamwork. There is a nine-block that contains customer segments, value proposition, channels, customer relationship, revenue streams, key resources, key activities, key partner, and cost structure.

Each of the nine blocks of the business model canvas must be determined by the company. With the recognition and solution of opportunities, the customer's problem may be solved. Many solutions have been developed to improve the product that is now available on the market to meet the demands of customers. The company must complete all of the blocks in the business model canvas in order to run the business and create the measuring set with scale. The firm has a variety of distribution possibilities for the measurement set with scales, including online stores, merchants, and websites. This product also targeting customers such as kids, adults, and obviously one that very likes cake. Therefore, this business will serve many customers and also bring happiness to others.

## **Introduction**

### Company Background

Midoriya Cake Shop is a small company. Midoriya Cake Shop make products based on Food and Beverage. The product that we make is cake and we sell the cake too. We produce, accept orders and distribute the product. Our shop is located in Kampung Jiboi Ampangan, Negeri Sembilan. We choose that area because there is high population in that area and life cost in that area is moderate. Our business using 3 cake bakers which is also our General Manager, Operational Manager, Marketing Manager, and for another two employees is baker assistant which is includes one Financial Manager and Administration Manger. Our business named Midoriya Cake Shop because there is a character in our childhood cartoon named Midoriya who is obsessed with cake. So we choose that name as our business name.

We choose cake as our product because we know everyone love cakes. Cakes will always be people's favourite choice. Either for someone's birthday, for evening tea time, for team celebration or someone's graduation, kids or adult it's all about cake. We produce several types of cakes which is cupcake, macaroon, cheese cake, chocolate cake, Swiss roll cake and crepe cake.

### **Vision**

Establish a popular cake shop that serves variety types of shape and taste of cake. We also accept order and provide deliver service.

### **Mission**

To make sure people will remember Midoriya Cake Shop as a cake shop in their mind and also in their tongue. Clean and Delicious is our principle to attract customer from every age, title and race.