



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

The success of a tiny low business depends on its ability to continually earn profits. The identical goes for D' durian Sdn. Bhd. That we try our greatest in providing the most effective varieties of durian paste to our customers to draw in more customers to return to our shop and at the identical time can gain more profits if we will maintain our business for a protracted period. Firstly, D' durian Sdn. Bhd. A store that operation in Raub, Pahang. Generally, many of our customers come from different places and while many purchasers enjoy our durian paste a number of them also contains a complaint about our services. Durian paste is formed from durian flesh and other liquids. It's often confused with durian puree, which is thicker than the paste version. It's best suited to be used as fillings for mooncakes, any pastry, and durian products. D' durian Sdn. Bhd., are lacking in providing services and facilities which we didn't have a range of products offered to the customer. The purchasers that have different tastes in food will move to other shops. Therefore, because of the owner of D' durian Sdn. Bhd., action must be taken to extend our customer's satisfaction.

To create it happen, our company who focused on durian paste production might decide to add more products apart from durian paste. We are able to use the business model canvas (BMC) analysis. It's a good tool to assist us to understand a business model in a straightforward, structured way. Using this canvas will result in insights about the shoppers we serve, what value propositions are offered through what channels, and the way our company makes money. Next, we can also use SWOT analysis, as a business guideline to understanding more about the chance of the business and therefore the threat that the business needs to face outside the business. From SWOT analysis, we are able to brainstorm and generate more ideas to enhance our business and at the identical time can increase our operating profit. The plan is also important for us to understand the web profit of the business and that we can also know the income of our money. Every business has pros and cons, the identical goes with D' durian Sdn. Bhd. But we hope that our product will make a far better improvement in business with in the future and grab an opportunity to make a lot off branches all around the world.

1. INTRODUCTION

1.1 Company background



Logo of D'durian Sdn. Bhd.

D'durian Sdn. Bhd is a business company that was established in 2016 and our location is based in Raub, Pahang. D'durian is a company that produces fresh durian and high-quality durian paste with advanced technologies and efficient processes. Our durians are homegrown on our farm and our processing plant is also located in Pahang. Every year we harvest over 1,000 tons of durians from our farm. We plan to build a strong market position in town due to the mild competitive climate in the area.

We aim to offer our products at an affordable price to meet the demand of our target market. D'durian intends to hire four full-time workers to handle customer services and day-to-day operations. The nutrition of the durian industry is a growing part of Malaysia since this fruit becoming more and more of a choice for Malaysians in line with their growing lifestyle needs, especially for Durian lovers.

D'durian is a small company that is still thriving in the agriculture industry. We provide varieties of durian paste which is from the original Musang King, D24, and Durian Kampung. All of these are different tastes but delicious and incredible durian paste. All our durian paste is using fresh durian and high-quality ingredient in order to make the product. Our business is always on the lookout for new ingredients to improve the quality of our product. Without a doubt, our product is made with natural ingredients, quality, and Halal. D'durian will make every effort to meet the customer's needs to the fullest and satisfy the customer's needs over time.