



**UNIVERSITI TEKNOLOGI MARA CAWANGAN SELANGOR  
CAMPUS PUNCAK ALAM**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)  
MARCH - AUGUST 2021**

**BUSINESS MODEL CANVAS  
GROUP 3: COFFEE BLOSSOM**

PREPARED BY:

**NURUL SYAHIRAH BINTI MOHD 'AZAM (2018254582)  
RASYIDAH BINTI AZMI (2018261814)  
NOR SYAFIQA BINTI MUHAMMAD (2019853666)  
NURUL IRDINA AINAA BINTI ABDULL HARIS (2020977439)  
NURAMALIN SYAHIRA BINTI SUFFIAN (2020980559)  
NURUL ASHIQIN BINTI MOHAMED RODZI (2020985779)**

GROUP:

**ENT530 S**

PREPARED FOR:

**MADAM NADIAH MAISARAH BINTI ABDUL GHANI**

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**FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR OF HEALTH ADMINISTRATION (HONS).**

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## **EXECUTIVE SUMMARY**

Coffee Blossom is a form of business based on the partnership company. The company was owned by the partners Nuramalin Syahira, Nurul Irdina Ainaa, Nurul Ashiqin, Nurul Syahirah, Nor Syafiqa and Rasyidah. Our business concept is about coffee, bakery, and pastry. It comes with various types of flavors and tastes. Good coffee, bakery, and pastry are a rare combination of nutrition, convenience, and they may feel luxurious because we use high-quality products to produce the food and beverages.

Our target market for the cafe is targeting the community of coffee lovers, SMEs, private agencies, and people around the area since we produce near the industries located around Bandar Seri Iskandar, Perak. With this population, it showed that we are mostly concerned for workers who have hectic lifestyles so that our cafe also provides delivery services, so they do not need to wait for their ordered food and beverages to be done. We also

As a new cafe, we have a lot of competitors, but our cafe may take the opportunities to become the way better by offering to our customers only the best local quality coffee beverages that will surely fantasize all the coffee drinkers and coffee addicts as we maintained the originality of our own products and freshly baked pastry and cakes with natural ingredient using traditional recipes and have strong quality control to maintain the quality that worth for our customers to buy and we also consider on the affordable price of our products to our customers. Lastly, our café offers good services to make sure our customers are satisfied with the taste of coffee, bakery, and pastry so that they will not regret at all coming back into our cafe.

## 1. INTRODUCTION

### 1.1 Company Background

The company was founded in 2019 under the name Coffee Blossom. This café was located at PT 400, Ground Floor Shop house, Bandar Universiti, 32610 Seri Iskandar, Perak. This business was established on 5<sup>th</sup> April 2020. This business is based on partnership where the important positions are handled by six parties. Coffee Blossom offers over 10 different varieties of coffee developed by experts and produced from high quality beans. The café also provides freshly prepared bakery and pastry products at all times during business operations. Six to eight moderate batches of bakery and pastry products are prepared during the day to assure fresh baked goods are always available. Our business operates from 11 a.m. to 10.00 p.m. every Monday to Saturday. However, the business operation will be closed during festive seasons such as Hari Raya Aidilfitri celebration, Christmas celebration, Deepavali celebration, Chinese New Year celebration and other official holidays. Our Mission is, serving with pride and working with Passion to deliver the Coffee Blossom Promise. While our vision is to fulfill the customers' needs by providing high quality ingredients and to increase participation of Bumiputera in SME in order to expand our local product in Malaysia.

Business Name	Coffee Blossom
Business Activity	Coffee, bakery and pastry
Website	<a href="http://coffeeblossom.com.my">www.http://coffeeblossom.com.my</a>
Business Email	Coffeeblossom@gmail.com
Contact Number	05-7484929
Business Entity	Partnership
Business Registration Date	1st April 2020
Operational Date	5th April 2020
Name of Bank	Malayan Banking Berhad (Maybank)
Business Current Account	098654378109