



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

FACULTY & PROGRAMME: FACULTY OF INFORMATION MANAGEMENT

INFORMATION CONTENT MANAGEMENT – IM249

SEMESTER: 3

PROJECT TITLE: AL HAFIY DESIGN

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ACKNOWLEDGEMENT

Alhamdulillah, first of all we are thankful to Allah S.W.T as finally we were able to finish the assignment that have been given by our lecturer, Madam Nadiah Maisarah Binti Abdul Ghani for subject ENT 530 – Principles of Entrepreneurship. The assignment was about Business Model Canvas (BMC) which required us to create a business model canvas guidelines for our business. Fortunately, all the difficulties were able to be solved in a good way and did not affect the progress of this assignment.

Besides, we would like to express our gratitude to Madam Nadiah Maisarah for her guidance and clear explanation on how to do and compete this assignment. Without her guidance, we would have to face a lot of problem and go through a hard time because this assignment is actually will become a hard one if there is no clear or good understanding on what is a Business Model Canvas.

Finally, we also would like to thank you to everyone who had involved and contributed directly and indirectly in our assignment because of their effort had helped us to finish this assignment properly and successfully.

TABLE OF CONTENT

	PAGE
TITLE PAGE.....	1
ANKNOWLEDGEMENT.....	2
TABLE OF CONTENT.....	3
LIST OF FIGURES.....	4
LIST OF TABLE.....	4
EXECUTIVE SUMMARY.....	5
1.0 INTRODUCTION.....	6
1.1 Company Background.....	6-7
1.2 Problem Statement.....	8
1.3 Opportunity Recognition.....	9
1.4 SWOT Analysis (two competitors).....	10-12
1.5 Purpose of Business Model Canvas Preparation.....	13
2.0 BUSINESS PROPOSAL.....	14
2.1 Business Model Canvas (BMC).....	14
2.2 Explanation of BMC.....	15-23
3.0 CONCLUSION.....	24
4.0 APPENDICES	

EXECUTIVE SUMMARY

Nowadays, the industry of clothing have been increasing very well. The evolution of fashion on the clothing industry have becoming more advance and varied as many years goes by. This evolution also includes the advancement on the industry of sport shirt. This is what Al Hafiy Design are dedicated to, where we are focused on providing the best quality of sport shirt production to our customer while at the same time offering an affordable price. We are committed to provide the best services and products in this business industry to our customer by practicing a suitable and preferable policy in our business operation and activities in order to fulfil their satisfaction and needs.

In our business service, we provide our customer with a high quality, customizable and easy to purchase method for our customer. As we already know that there is a lot of competitor in this business industry, we also try our best to provide a better service and product which is have its own difference compared to them. We also have our own uniqueness in our product which we provide a service of customizable printing for our sport shirt. With this, customer are able to design their own shirt that they want to buy according to their own preference. This service are provided in order to gives more satisfaction and fulfil our customer dream shirt where they are able to wear the shirt that they design according to their own style and likes. Also, we can gives a consultation to our customer for each of the shirt that they want to customize on what is the most suitable and best material can be used.

Al Hafiy Design are already aware of the rise of online shopping and e-commerce in this business industry. Because of that, we have create a numbers of our business group on the social media application such as Whatsapp, Facebook, Instagram and Twitter. We know that most of people today are already familiar and always use social media in their daily life routine for many purpose and reason. Because of that, we want to provide a platform that is most convenient for our customer to get the information and news on our product and services with the preferred way by them. This is how we show our determination in order to provide our product and services with a friendly method, but at the same time effective. We also will always improve and updating our method of business activity from time to time to make sure that Al Hafiy Design will always remain competitive in this business industry.

1.0 INTRODUCTION

1.1 Company Background

Name of Business

Our company name is Al Hafiy Design

Nature of Business

Our business is a clothes design such as jerseys, t shirt or any of type of cloth. We design the shirt according to our client requirements in design their shirt. We make all the design for the shirt and we are welcoming to anyone who want to design their shirt for charity, reunion, family day, sportswear and anything. We make the best design with our good machine that can print the logo or design on shirt perfectly. We hope that by providing these services, anyone in this area can use our service to design nicely and by faster service which everything just on internet.

Location of Business

Al Hafiy Design is located at Senawang D'Cattlleya, 70450, Senawang, Negeri Sembilan, Malaysia. The location is strategic because it is at the centre of a housing area and some of workplace for company.

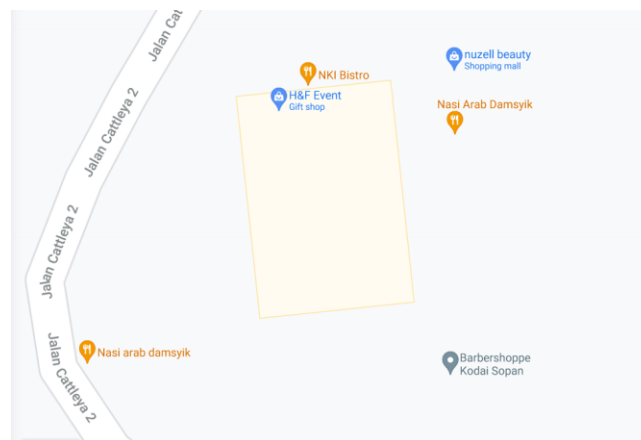


Figure 1: Location Al Hafiy Design