



اَبُو سَيِّدِي تَيْكُو لَوِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

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SEMESTER : 3

PROJECT TITLE : ACE-STICK SDN. BHD. (ACE-PONG ICE CREAM)

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Wassalam



2.0 EXECUTIVE SUMMARY

Ace-Pong is an ice cream and it is also a very unique dessert. Our company called Ace-Stick has been selling dessert products that are suitable for all ages. Ace-Pong Ice-cream uses a natural ingredient called Gula Apong which can be found in Sarawak. Apong sugar is a type of sugar that is very difficult to find. This Ace-Pong can be found at No 47, Jalan Cengkerik 1, Pusat Perdagangan Kempas, 81200 Johor Bahru, Johor. This is because the place is very strategic to attract customers. This is because Ace-Stick Sdn Bhd is very close to the location of residential areas and industry. Our target is to focus on the population in the surrounding area. The price of Ace-Pong is also very affordable which is RM3 (per stick) Original and RM5 (per stick) for both Golden and Silver. Ace-Pong Ice-cream has only one types of flavour which is Apong sugar. Even though it has one flavour only which is Apong sugar flavour, the customers allowed to create various add-ons to suit customers' tastes. Our company deliver our product through selling and delivery. Ace-Stick Sdn Bhd also makes services such as delivery by using Food Panda to send orders to customers who want to buy Ace-Pong Ice-cream. Not only that, Ace-Stick uses platforms such as using social media, promotions, business cards and even flyers to encourage people to buy our Ace-Pong Ice-cream.



3.0 INTRODUCTION

3.1 Company Background



Figure 3.1.1 Ace-Stick Sdn Bhd official logo.

COMPANY INFORMATION	
Name of Company	Ace-Stick Sdn. Bhd.
History <ul style="list-style-type: none"> - Date establishment - Owner 	January 2020 Sonnia Sedang Anak Madang
Contact Information <ul style="list-style-type: none"> - Address - Phone number - Email 	No 47, Jalan Cengkerik 1, Pusat Perdagangan Kempas, 81200 Johor Bahru, Johor 014-2736652 acesticks@gmail.com
Social Media <ul style="list-style-type: none"> - Instagram - Facebook 	@ace.stick Ace-Pong Ice-cream
Operation hour	10.00am to 10.00pm

PRODUCT INFORMATION	
Brand Name	Ace-Pong
Product Name	Apong Sugar Ice-Cream
Type of Product	Dessert – Ice Cream
Ingredients	Apong sugar, evaporated creamer, sweetness screamer, ovalette, eggs, vanilla essence