



# “AISHA COOKIE ENTERPRISE”

## BUSINESS MODEL CANVAS

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : BUSINESS MODEL CANVAS**

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## EXECUTIVE SUMMARY

Aisha Cookie Enterprise is a partnership business run by four committed and hardworking young entrepreneurs named Aishah Kamaruzaman, Adilah Khair, Nahtasa Jasni and Aina Halim. The idea to establish this company was ignited from the passion and commitment towards baking and selling cookies that these four peoples deeply fell into. At first, it only started as a hobby but after receiving so much good feedback from the customers, these friends decided to join hands and pursue to explore the business field together where Aisha Cookie was finally established. Our business is not a typical cookie seller since we are offering various ranges of cookies in our menu for customers to choose from, starting from traditional cookies to latest viral and modern cookies to keep up with the hype of the current trend. It is important to keep updated with the current people's favourite in order to stay relevant in this industry. Our physical store was located at No.1, Medan Selera Manjung , 32040 Seri Manjung, Perak. By far, this has become the place for us to produce our cookies daily and also sell our products at the same time for walk-in customers.

## 1.0 INTRODUCTION

Aisha Cookie Enterprise was founded in 2020 with a simple passion and love of creating mouth watering cookies out of a home kitchen. This business would only be run through online ordering and by delivery. Aisha Cookie is located in a small shophouse for the process of baking and preparing the food.

This business was established by the group of young founders Aishah Kamaruzaman, Adilah Khair, Nahtasa Jasni and Aina Halim. The idea comes from their hobby which is to bake cookies and pastry during their leisure time. They shared the same passion which would help them to generate more income. It turns out to be a good startup for Aisha Cookie Enterprise. The reason why they built this company is because they strongly believe that it would be profitable to their company. Furthermore, this culinary business market is wide because everyone loves to eat either heavy food or dessert. Next, the quality control is definitely working because every product is made in batches, it becomes a formula which just needs to follow the recipe by mixing the ingredients and outputs of a product.

- **Vision :**
  - We are passionate and our disciplined management TEAM focused on sustainable growth and delivering value.
- **Mission :**
  - To offer perfect home made style cookies without preservatives, to the market.
  - To bake the best Cookies ever made. By using premium ingredients in every freshly baked treat, and offering excellent customer service, we guarantee products that are not only delicious but also a delight to enjoy.
- **Value :**
  - Our TEAM believes that “Together – Everyone – Accomplishes – More”. We focus on effective communication and building connections among our cross functional teams that drive process improvements and profitability.
  - We take great pride in developing and producing the highest quality processes and products. We continually invest in our diverse and efficient baking facility, our people and our innovative products

We would come out with a variety of cookies which we sell traditional cookies just to bring back the old vibe. This makes our product unique because of the combination between two types of cookies. However, living in this age of modernization we also have Blackout