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BUSINESS MODEL CANVAS

ENT530-PRINCIPLES OF ENTREPRENEURSHIP



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EXECUTIVE SUMMARY

DWUC'S LICIOUS is a company that sell a variety types of ice creams and the ice cream shop is based at Bandar Baru Bangi, Selangor. The menu of ice cream that this shop offer to the customers is divide by four types of ice cream which is Classic Ice Cream, Premium Ice Cream, Local Premium, and Extra Local. The reason this shop sell variety of ice cream in the shop is because they target customers from kids to adult. Generally, kids will attract to colourful and sweet ice cream. Therefore, DWUC'S Licious shop is the great ice cream shop for the kids to visit and buy ice cream. While for adults, since some of them did not love to eat sweet food, we have provided an ice cream that pair with the taste of adults who loves to eat less sugar in food.

The objective of the business is to provide high quality service to customers, to make them enjoy eating ice cream at our beautiful shop, and to offer the best rates for ice cream so that everyone can buy it. In order to complete the mission, our team members work together to put forth their best efforts to run the business efficiently and profitably. Moreover, we want to maintain our uniqueness and differentiate from other competitors to attract the customers and maintain their loyalty toward us. For example, DWUC'S will give special promotions to the regular customers at the end of the month as our appreciate sign for the customers.

Lastly, DWUC'S Licious are expected to become a famous ice cream shop in Malaysia in the future. The reason we want to expand our shop because we confident with the product that we sell which delicious ice cream that can attract the customer. Next, we also want every Malaysia people to tastes every ice cream at the shop with affordable prices. Since our tagline is "Slurp the Ice, Love the Cream", therefore we really hope that everyone can taste our ice cream in the future.

1.0) INTRODUCTION

1.1) COMPANY BACKGROUND



FIGURE 1.0 – DWUC’S LICIOUS LOGO

DWUC’s Licious is a business that sells a diversity of ice cream flavours that fit the Malaysian tastebud. The DWUC’s Licious concentrates on serving delicious and high-quality ice cream with local flavours and ingredients at an affordable price. DWUC’s Licious company was founded in early 2020. The company started to operate on 15th January 2020. The company was located at Jalan Medan Pusat Bandar 8A, Seksyen 9, 43650 Bandar Baru Bangi, Selangor. The location chosen is a good place to attract people. The form of business was a partnership, in which the business was handled by five people. Everyone has their own roles and responsibilities in managing ice cream production and ensuring smooth working processes. Our teams help us to ensure our business journey towards success. Our company offers four main ice cream categories, which are classic, premium, local premium, and extra local ice cream. The concept of providing various types of ice cream flavours comes from the existing local food menu itself. It helps us to manufacture and promote the taste of local ice cream to others. Why did we choose an ice cream company as our business? The reason is because Malaysia is a hot and humid country. Eating ice cream can help them to soothe themselves and, with the variety of ice cream flavours, people will be tempted to try a new thing. We endeavour to surpass our clients’ expectations by offering the finest products and services. Our business tagline is Slurp the ice, love the cream.