



اَوْبُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

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KAMPUS PUNCAK PERDANA, SHAH ALAM**

**PRINCIPLES OF ENTREPRENUERSHIP  
(ENT530)**

**BUSINESS MODEL CANVAS:**

**RIBBIT POPCORN**

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## **EXECUTIVE SUMMARY**

Food industry has become one of the most developed industries in Malaysia. Undeniably, food makes everyone happy and because of that we love to share with everyone foods that would make everyone smiles throughout the day which is Ribbit Popcorn. By just looking at its name, we guarantee our products able to attract customer's intention and interest. The ideas of developing popcorn business popped up because we realized popcorn is something that we could not stop chew especially when we are watching a movie, doing homework, and chitchatting with friends.

We believe our products will make our customers buy it again and again because the popcorn sweetness is the uniqueness of our products that they cannot resist. Our target market is from children to adult because the popcorn is quite sweet to be eaten by senior citizen. In the future, we planned to create many other flavours so that our products are suitable for all range of ages. Besides that, we claimed Ribbit Popcorn as a strong company because we already have a complete business plan and competent employees which give us faith that we have capabilities to open as many branches as we can in the future.

Nowadays, people are more likely to shop from home rather than at stores. We are very concern towards these types of people and because of that we have developed our own official website to ease our customers to make a purchase from home. Ribbit Popcorn will be able to compete with other popular popcorn businesses out there because we are really committed in ensuring our customers always satisfied with our products and services. Our store is located at Setia Alam which is very strategic because it is surrounded by many other stores and residences.

## 1.0 INTRODUCTION

### 1.1 Business background

Ribbit Popcorn was founded on 6 February 2021 as the small medium-sized company that produce and sell popcorn-based product. For now, Ribbit Popcorn already have 4 popcorn product which is Caramel popcorn, Honey Popcorn, Durian Popcorn and also Chocolate Popcorn. The company name which is “Ribbit Popcorn” was chosen because it is appealing that can attract the attention of costumers especially young customers and it also very convenient for everyone to remember.

The location of Ribbit Popcorn business is U12/D, Eco Ardence, Setia Alam, 40170 Shah Alam, Selangor at Jalan Eco Ardence where the location is very convenient because close to residual area and also the place is industrial region.

In Ribbit Popcorn organization, there are four main members who hold special expertise especially in their own field such as in accounting, management, marketing, etc. These four members have responsibility in all aspects including company account, company management, company financial, and company marketing to ensure the business is running smoothly and all targets are achieved within the time allocated.

<b>Name of Business</b>	Ribbit Popcorn
<b>Address</b>	Jalan Eco Ardence U12/D, Eco Ardence, Setia Alam, 40170 Shah Alam, Selangor.
<b>Website</b>	ribbitpopcorn.com
<b>Email</b>	ribbitpopcorn@gmail.com
<b>Telephone Number</b>	019-5660328
<b>Fax Number</b>	03-78346535
<b>Form of Business</b>	Partnership
<b>Main Business Activity</b>	Food
<b>Date of Business Registration</b>	4 January 2021