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MARA



ASSIGNMENT 1: CASE STUDY

NAME OF COMPANY: D&D SUPPLIES

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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EXECUTIVE SUMMARY

We, as a teammate, discussed wanting to make businesses that already exist and wanting to improve them using Business Model Canvas (BMC). The goal of preparing this report for BMC evaluation is to figure out the problem statement, which is a brief summary of the problem to be solved. The main focus of the issue declaration is to define and clarify the problem. For this to be successful, it is necessary to characterise the current climate, determine where the problem occurs, and determine how it affects consumer behaviour, financial performance, and related operations. Opportunity identification is also outlined while problem formulation is explained. Recognizing prospects requires the development of a new company plan through creative brainstorming.

D&D Supplies produces coconut milk, a local product owned by Encik Mohamad Daud. This product is sold at an affordable price with high quality, and it also benefits the whole family in the house as it is used in daily cooking. There are three ways for customers to buy from them: in-store, delivery, and through WhatsApp. Besides that, they have three main supplies that can provide the good coconut. The marketing approach of D&D Supplies is to stress the quality and value of the products and services they offer. In this study, the Business Model Canvas (BMC) is used to acknowledge the way this business creates deliver and capture value. The business model canvas also provides the structure of the D&D Supplies business plan. Each of the nine blocks of the business model canvas, which are customer segments, value proposition, channels, customer relationship, revenue streams, key resources, key activities, key partner, and cost structure, must be determined by the company. By using this, we able to identify a problem faced by D&D Supplies and able to develop a solution for the problems. Many solutions are made to improve the product that available in the current market for customer needs. An issue faced by D&D Supplies was discovered and solved through the use of this method. There are a variety of ways to improve the current product on the market to better meet the needs of consumers.

1. INTRODUCTION

1.1 Background of the Study

All UiTM students that choose to continue their education at the bachelor level are required to take Principles of Entrepreneurship (ENT530), which is one of the elective subjects. Specifically, for this study, entrepreneurship education refers to a systematic curriculum aimed to provide students with entrepreneurship knowledge and skills that enable them to evaluate consumers' insights, market requirements, and identify company prospects.

Students in this course will complete a case study by choosing a micro-business or organization. Students are assigned to interview a firm or company to learn about a range of issues it is currently struggling with. It also helps entrepreneurs to come up with company strategies and build their ventures through entrepreneurship education. Understanding entrepreneurship has a positive impact on students from a variety of socioeconomic and educational backgrounds since it enables people to develop their unique skills and to think beyond the box.

As a result, students will analyse the situation and come up with a solution to it. Students will gain valuable insight into the working of a business or organization through the completion of this case study. In this case, we are conducting a case study on D&D Supplies, a coconut milk-selling business. We're going to learn about the challenges they encounter. For their coconut milk to be the best in the food industry, they should handle their problems with a good solution and, approximately, with a good decision making to attract their customer.

1.2 Purpose of the study

The Business Model Canvas is a strategic management and entrepreneurial tool that can be used in a variety of scenarios. It can also describe, build, challenge, invent, and make your company's model into a dominant one. It is an effective instrument. Technically, a business canvas is a visual framework that is used to illustrate how a firm operates. Businesses can benefit from the development of business models by gaining a better understanding of the resources, activities, relationships, and expenditures.

Besides, the business model canvas is also designed to help companies focus on the most crucial aspects of business strategy. Strategic factors are prioritized in a business model canvas, which has a direct impact on growth. You can get an overall image of the business, and hence see its strengths and weaknesses.

Marketing relies heavily on case studies. Businesses use them to demonstrate how their products or services have been successfully implemented by customers. Case studies allow firms to demonstrate how their product is put to use rather than merely describing it. It brings your product to life. A picture is worth a thousand words, illustrating what you do rather than just explaining it.

This case study also aims to identify the nine factors in the business model canvas for the business. Defining your company's value proposition is the first step in attracting customers. Who you do it with is determined by your customer relationships, segments, and channels. Partners, activities, and resources that are critical to the success of the initiative describe how you plan to implement it. Afterward, show how much money the business strategy is capable of bringing in.