



اَوْبُو سَيِّدِي تَيْكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

FACULTY & PROGRAMME: FACULTY OF BUSINESS

MANAGEMENT, BACHELOR IN

OFFICE SYSTEM MANAGEMENT (HONS.)

SEMESTER : 3
PROJECT TITLE : BUSINESS MODEL CANVAS OF SURPRISE CAFÉ 4
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TABLE OF CONTENTS

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY

INTRODUCTION

1.1 BUSINESS BACKGROUND

1.2 BUSINESS STRUCTURE

1.4 TARGET CUSTOMER'S PROBLEM

1.5 ALTERNATIVE SOLUTIONS TO THESE MAJOR
PROBLEMS

1.6 SWOT ANALYSIS

1.7 PURPOSE OF BMC

BUSINESS PROPOSAL

2.1 CUSTOMER SEGMENTS

2.2 VALUE PROPOSITIONS

2.3 CHANNELS

2.4 CUSTOMER RELATIONSHIPS

2.5 REVENUE STREAMS

2.6 KEY ACTIVITIES

2.7 KEY RESOURCES

2.8 KEY PARTNERSHIPS

2.9 COST STRUCTURE

CONCLUSION

APPENDICES

EXECUTIVE SUMMARY

Surprise Café 4 U is a gift shop that specializes in event planning and is located at Jalan Tengku Ampuan Zabedah, Jalan 9D, Seksyen 9, 40100 Shah Alam. We specialize in a wide selection of high-quality items, from personalized gift boxes to customized event planning packages, all of which deliver a great degree of happiness to our clients.

Our brand image illustrates what clients want: a "cute & charming" appearance for their event planning and gifts. What makes our company stand out from other specialized retailers are our customized events and gift box services, our 'one-of-a-kind' product range, and our original and unique commodities. We also provide our services to everyone whether they are young or old at a low cost.

Over the past years, the demand for Surprise Café 4 U has exploded across Selangor, notably in Shah Alam. Due to the numerous workplaces, schools, colleges, and other working sectors, Shah Alam has a huge population.

The marketing strategy of Surprise Café 4 U aims to highlight the quality and value of our goods and services. Because many people in Shah Alam come from both high and low-income families, we provide a low-cost option. As a result, we created a marketing plan that targets low-income individuals, particularly students.

The five members of Surprise Café 4 U management are Nurfarahdiba, Nurfazlina, Nor Izzati, Norafiqqa, and Mohammad Amirul Ilman. Our employees have little business experience, but we are certain that they will all do their best to keep our company on track. Instead of having distinct partners with various tasks and portfolios, these five partners will work together to manage the company.

On the other hand, we already have a business commitment plan in place to aggressively grow our company through social media. Our gift shop's product and service packages are sure to appeal to customers throughout Selangor, particularly in the Shah Alam area.

1.0 INTRODUCTION

1.1 Business Background

1.1.1 Company Information

Name of Business	Surprise Café 4 U
Business Address	Jalan Tengku Ampuan Zabedah, Jalan 9D, Seksyen 9, 40100 Shah Alam.
Correspondence Address	Jalan Tengku Ampuan Zabedah, Jalan 9D, Seksyen 9, 40100 Shah Alam.
Website	www.surprisecafe4u.com.my
E- mail	surprisecafe4ushahalam@gmail.com
Telephone Number	010 – 6565274
Fax Number	+609-5134684
Form of Business	PARTNERSHIP
Main Activity	Provide cakes and event planning packages.
Date of Commencement	27 th APRIL 2021
Date of registration	1 st JANUARY 2021
Registration Number	SB 019-2067-K
Name of Bank	BANK ISLAM
Bank Account Number	05049020305997

1.1.2 Vision and Mission

Vision: Capable of opening numerous branches and penetrating the global event planning market

Mission: To provide customers and consumers with the greatest quality of goods and services. To achieve long-term success, as well as sustainable development and profitability, we will continually enhance our services and products.