



اَبُو بَكْرٍ سَيِّدِي تَبَكُّوْا لِيْ مَبَارًا
UNIVERSITI
TEKNOLOGI
MARA



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530): BUSINESS MODEL CANVAS

FACULTY & PROGRAMME : BA235/BA243 ENT 530 U

SEMESTER : 4

PROJECT TITLE : BAKERY BAE BUSINESS PROPOSAL AND BMC

NAME : 1. MADIANA BINTI NORHADI (2019328777)
2. FARAH WAHIDA BINTI NOOR AZMI (2019848122)
3. NURAI DA SYAFINA BINTI KAMARUZAMAN (2019601796)
4. MOHAMAD ASYREEQ BIN ASHARI (2019872154)
5. MOHAMMAD HAZIQ BIN ROMAYLI (2019679076)

ACKNOWLEDGEMENT

To begin, we, the members of Group 5 from class ENT530U at Universiti Teknologi Mara Kampus Puncak Alam, would like to express our gratitude to Allah s.w.t., the Most Gracious and Most Merciful, for bestowing upon us the blessing of being able to complete this report. This report is a component of a group project provided to us by our lecturer, Dr. Syukrina Alini Mat Ali, to achieve various objectives for the Principles of Entrepreneurship course coded ENT530, which we completed this semester.

Even though it was the final assignment for the group work, this assignment was designed to help students achieve the objectives of the topic. One of these is to provide students with the opportunity to examine topics connected to entrepreneurship. This project also provides students with the opportunity to exhibit leadership and communication abilities while creating a business plan utilizing the Business Model Canvas framework. This project also provides students with the opportunity to exhibit entrepreneurial abilities through the creation of a business on social media.

To do this, we are thankful to each of our group members for the opportunity to provide a report on the simulated business as a whole and for their willingness to be the topic of our report. We would also want to express our gratitude to our lecturer for their guidance and help in making this report feasible and ensuring that it meets all the standards necessary to accomplish its aim and vision. Furthermore, we were grateful to our friends and family for providing the assistance and ease of access that we need to finish the report.

Indeed, we had many difficulties throughout this course, but we overcame them by gaining new information, which we used to the creation of this report, which allows us to get a better understanding of the syllabus or the subjects that we are studying in class. Making this report also assists us in developing our entrepreneur's understanding of how to handle and manage his or her firm in a well-organized and structured way, which is important.

TABLE OF CONTENT

TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
EXECUTIVE SUMMARY	iv
1. INTRODUCTION	1-8
1.1 COMPANY BACKGROUND	1
1.2 BUSINESS STRUCTURE	2
1.3 PURPOSE OF BMC	3
1.4 PROBLEM STATEMENT	4
1.5 PROBLEM SOLVING	5
1.6 SWOT ANALYSIS	6
2. BUSINESS PROPOSAL	9-19
2.1 BUSINESS MODEL CANVAS (BMC)	9
2.2 EXPLANATION OF BMC	10
3. CONCLUSION	20
4. APPENDICES	21

EXECUTIVE SUMMARY

This report is about the creation of a business model canvas for a simulated business as part of the Principles of Entrepreneurship course, which has the course number ENT530. ENT530 is a course offered by the Faculty of Business Administration and Management.

ENT530 is a subject that teaches the principles of entrepreneurship. It includes topics such as the entrepreneurial mindset and decision process that an individual will encounter while pursuing entrepreneurial opportunities, starting new ventures, and dealing with business management issues. ENT530 is a course that teaches the principles of entrepreneurship.

As a result, students are expected to do research and examine topics on entrepreneurship for this course. As part of the Business Model Canvas project, students are also required to exhibit leadership and communication abilities by developing a business plan. Additionally, students are required to exhibit entrepreneurial abilities by starting a business on social media.

The Business Model Canvas (BMC) is a strategic tool for establishing new business models, as well as documenting and refining current ones, and it is available for free download. BMC assists a firm in aligning its operations by identifying possible trade-offs and identifying and analyzing its strengths, weaknesses, opportunities, and threats, among other things. BMC is a fantastic tool since it provides focus, flexibility, and transparency, in addition to being simple to adjust, clear, and cohesive. It summarizes the most important parts of a company's operations on a single page, excluding all other unnecessary items.

For this study, a business named Bakery Bae is simulated to fulfill the objective of building a business model canvas. It is a business that sells pastries through conventional, physical methods and begins to understand the trend of internet sales by establishing an online presence through social media channels.

This approach is helped by a business model canvas that displays various factors such as key partners, key activities, key features, value proposition, customer relationship, channel, customer segmentation, cost structure, and revenue streams. Hence, relevant examples will be added to show further the practice of the business model canvas. In which it gives knowledge on how it shapes the business.

1.0 INTRODUCTION

1.1 BUSINESS BACKGROUND

Bakery Bae Enterprises for an enterprise that specializes in the sale of pastries. In January 2021, our team establishes this company. This company is located at 34 Jalan Tanjung Sd 13/1 Taman Sri Damansara 52200, Kuala Lumpur, Wilayah Persekutuan. Its personal information is as follows: It is strategically situated near a school since the product is in great demand and the location is strategic. Our team and other employees are currently responsible for the operation of this business. We were open from 10 a.m. to 8 p.m.

Bakery Bae is a business that is mostly concerned with food production. Bread, cakes, pastries, and cupcakes are among the baked products that we are most proud of making, and with our team as a baker, we are confident in our ability to do so. Bakers produce a wide range of baked items, ranging from sweets to bread. The ability to measure materials, prepare baking equipment, and apply toppings is required for this position. Bakers must also ensure that the ingredients they use are of high quality before utilizing them.

Bakery Bae's mission is to make our business well-known, established, and pleased by our consumers to grow our product and can cooperate with other bakeries to produce something new and creative in Malaysia in the nearest future. We aim to serve everyone better than anybody else.