



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



BUSINESS MODEL CANVAS: KRIPAP FROZEN

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

**FACULTY &
PROGRAMME**

**:FACULTY OF BUSINESS & MANAGEMENT
BACHELOR OF HEALTH ADMINISTRATION
(HONS.)
BACHELOR OF HUMAN RESOURCES
MANAGEMENT (HONS.)**

SEMESTER

: 4

PROJECT TITLE

: KRIPAP FROZEN

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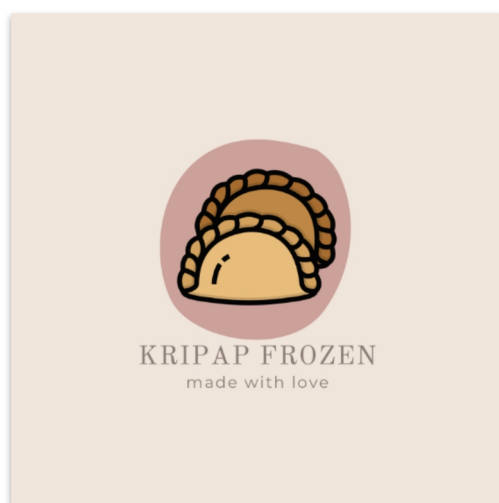
EXECUTIVE SUMMARY

Kripap Frozen is a sole proprietorship that is run with the assistance of friends in the frozen food industry. The company's main products consist of curry puff with savory chicken, meat, potato filling Korean chicken spicy flavor. The reason for us to involve in the the frozen food industry because we see with a twist both traditional and modern frozen foods are very potential products nowadays where they are easy and quick to prepare. Our Kripap Frozen products can facilitate consumers who are busy working nowadays, especially women. This is because most women nowadays are already working and career. This company targeting all because of all ages. Also to people have limited time to make and serve food in a short time. So this opportunity, Kripap Frozen uses to produce a product that can make it easier for them to prepare food.

Our company located at Subang Jaya, Selangor and we marked as well as refrigerator displays at 99 Speedmart in Subang Jaya area. The reason why we choose this location because we see an amazing number of potential customers who mainly come from customer craves for curry puff. As we can see, our main targets are a woman and citizen. Also, we targeting residents of residential areas, groups of university students, groups of workers from the surrounding public and private sectors. We realize that traditional frozen foods like our products are very much needed for people that love curry puff, especially when making breakfast or hi-tea at home. So, there is no need to bother to prepare the ingredients to make curry puff and some of them don't know how to make it but want to enjoy it. It is very easy and can be enjoyed at any time.

1. INTRODUCTION

1.1 Company Background



Name of Company	Kripap Frozen
Name of Business	Sole Proprietorship
Industry Profile	Food Industry
Location of Business	Subang Jaya, Selangor
Date of Business Commencement	12 th February 2020
Factors in Selecting Business Proposal	<ul style="list-style-type: none">i. Many people of diverse races and ethnicities adore curry puff that reminds them of homeii. Wanted to create a frozen curry puff selection that included both traditional and contemporary varieties of pastry puffsiii. Frozen curry puffs are extremely convenient for individuals who crave but are pressed for time due to job
Future Prospect of Business	<ul style="list-style-type: none">i. To produce more flavour that young to elder can enjoyii. Open an offline business approved by MBSJ and JAKIMiii. Capable of being a leading frozen food supplier and specializing in food manufacturing