



## BUSINESS MODEL CANVAS



### PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

FACULTY & PROGRAMME : BA & BA235

SEMESTER : 4

PROJECT TITLE : BUSINESS MODEL CANVAS CUPCAKE Y'ALLS

NAME : 1) Hasbi bin Megat Zafirus  
2) Muhammad Hakimi bin Rosli  
3) Nur Athirah binti Rahim  
4) Nur Nabilah binti Azhar  
5) Siti Hajar binti Nor Hisham  
6) Siti Zulaikha binti Mohd Ghani

LECTURER:

DR SYUKRINA ALINI BINTI MAT ALI

## TABLE OF CONTENTS

NO	CONTENTS	PAGE
1	ACKNOWLEDGEMENT	1
2	EXECUTIVE SUMMARY	2
3	<b>INTRODUCTION</b> 1.1 Company background 1.2 Problem statement 1.3 Opportunity recognition 1.4 SWOT analysis (two competitors) 1.5 Purpose of business model canvas preparation	3-5 6 7 8-10 11
4	<b>BUSINESS PROPOSAL</b> 2.1 Business Model Canvas 2.2 Explanation of BMC	12 13-15
5	CONCLUSION	16
6	APPENDICES	17-18

CUPCAKES 4'ALLS

BAKED WITH LOVE

## **ACKNOWLEDGEMENT**

First and foremost, praise and thanks to God, the Almighty for His showers of blessings throughout our assignment that made it possible for us to accomplish it on time.

This task is assigned to us as one of the requirements for the subject Principles of Entrepreneurships (ENT 530). Therefore, we would like to express our appreciation to Universiti Teknologi Mara (UiTM) for including this work to this subject as we have gained more information and knowledge through it.

The success and final outcome of this assignment required a lot of guidance and assistance from many people and we were extremely fortunate to have got all this along the completion of our assignment work. Firstly, we would like to extend our deepest and sincere gratitude to our lecturer, Dr Syukrina for providing us with lots of information and guidance in completing this assignment. Without his guidance and support, we would not be able to finish it.

Not to forget, it would be meaningless without all the sacrifice, effort and cooperation from all the group members. Thank you to Hasbi, Hakimi, Athirah, Nabilah, Hajar and Zulaikha for putting a lot of your effort into finishing assignment ENT530. All of our ideas and comments have improved our assignment project in many ways.

Lastly, we are extremely grateful to our parents for their love, prayers, caring and sacrifices for educating and preparing us for our future. Thank you for keep supporting and encouraging us not to give up. Besides, we would like to acknowledge with thanks to those who contributed both directly and indirectly especially in guiding us throughout finishing this assignment. We hope the information provided in this assignment will bring benefits.

BAKED WITH LOVE

## **EXECUTIVE SUMMARY**

CupCake Y'Alls is a local business that offers various types of ingredients and flavors to give a higher satisfaction level to the customer. We specifically made a dessert that innovatively customizes a cupcake that has a different taste at an affordable price. Our business embodies 6 people which are Hasbi Megat, Nur Athirah, Nur Nabilah, Siti Hajar, Hakimi Rosli, and Siti Zulaikha. The idea of this business is purposely to reach out to the standard of Malaysian taste desired that is comprised of different categories of customers. We commenced this business in 2021 on May that is located in Petaling Jaya, Selangor. Hence, this report will include meticulous information on our Business Model Canvas.

The report begins with our company background that portrays further information of Name of the company, vision, and mission which mainly produced the best product with an outstanding standard. To be added, this company operated with a partnership of seven members which the profits and loss are divided together. The product that is offered by our business simply is a dessert with a variety of flavors in cupcakes to expand customer categories. We also made a problem statement which to ensure our decision is accurate since it is a unique product compared to others. With this, the problem that is faced by the business will be solved by using three implementations that be made up of price, marketing, and operations strategies. On the other hand, we also put Opportunity Recognition which is a process to view our company possibilities to be a more successful business.

Furthermore, we also applied SWOT Analysis to see our business strengths and flaws. In addition, for our analysis, we compared the SWOT from two of our competitors which are from HOMEMADES SWEET and KEDAI KEK WARISAN. These details from our competitors are significant for our own company SWOT Analysis as to be efficient in running a business. The next part of this report will provide the vital company information of Business Proposal which particularly about our Business Model Canvas and their explanation.

Moreover, the explanation of the BMC will be divided into different elements of customer segments, Value propositions, Channels, Customer Relationships, Revenue Streams, Key Activities, Key Resources, Key Partnership, and Cost Structure. This model can be considered as the strategic method where we can effortlessly view and carry out our business concept or idea. In a nutshell, the Business Model Canvas Report writes down the data and important elements for CupCake Y'Alls to reach out desire outcome.

## INTRODUCTION

### 1.0 Company background

#### **Name of Company**

CupCake Y'Alls is the name of the business. This business was formed as a partnership by partners in order to create the business name. The specialist CupCake Y'Alls are flavour with three taste like sweet, sour and salty also with the flavour fruit from local. This company is specifically intended to meet the needs of housewives, employees, students, another shop café and anyone who really like to eat desserts.

Hasbi Megat, Hakimi Rosli, Nur Athirah, Nur Nabilah, Siti Hajar and Siti Zulaikha was founded the CupCake Y'Alls together. This shop is located in Petaling Jaya, Malaysia and the partnership was formed on May 3<sup>rd</sup>, 2021. To let people, know what our main activities are, the company's logo based on the company's product. The vibrant backdrop is inspired by a variety of cakes that come in a variety of colours and flavour also signify pleasure and happiness. The cupcake at the centre points to the fact that the company offers cakes, while "ESTD 2021" points to the establishment in 2021. The baked box is the name and Y'Alls combines for all customer, explaining the name of the firm.

#### **Vision and Mission**

##### Vision

- To become a local founder for cupcake with unique flavour which will win the marketplace and every business aspect in 2021.

##### Mission

- To satisfy client expectations and provide high-quality ingredients
- To assist customers in keeping consumer loyalty to the product.
- Increase Bumiputera participation in SMEs to help our products develop in the country.