



*Sweet Paradise*

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SWEET PARADISE

BT22003 ENTREPRENEURSHIP



**PRODUCT/SERVICE** : E-commerce } Postage service  
Food Industry } Delivery service

PAIN	GAIN
Product expired date is near.	Student get more experience.
Hard to choose the fastest courier service.	Student can run our own business in the future.
Only traditional food.	Have a lot of customers.
Difficult to put a price.	Getting high profit sales.



# The Idea Generation Techniques Used

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## Segmentation

- Geographic – Entire Malaysia
- Demographic – Young people

## Brainstorming

- Generate large number of idea
- No criticism

## Focus Group

- Ten member
- Choosing the better one

# The Feasibility Study of the Business Idea





# Business Model Canvas

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## – **Key Partnership**

- Ramlyn cake house
- Wholesale supplier

## – **Key Activities**

- Buying
- Marketing
- Selling
- Public Relations

## – **Key Resources**

- Physical – our own house to place the stock
- Intellectual – Ramlyn cake house is our supplier
- Human – running the business by our own self
- Financial – Sharing



# Business Modal Canvas

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## – Value Proposition

- The products are durable goods
- Has unique motif and pattern
- Delicious taste
- Suitable for anyone
- Comes with different flavors
- handmade

## – Customer Relationship

- Survey and questionnaire
- Social media support

## – Channels

- Facebook, Instagram & Whatsapp
- Social media, Innovative products
- Customer Usage





# Business Modal Canvas

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- **Customer Segment**

- Demographic – gender and female
- Geographic – Sabahan

- **Cost Structure**

- Product
- Transportation
- Plastic bag
- Logo tag

- **Revenue Stream**

- Affordable price