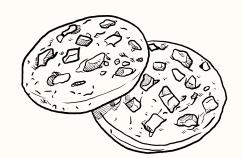
Business Model Canvas

NAME: NUR FARAH ADIBAH BINTI IDRIS (A22EC0245) GROUP: GROUP 02. SECTION 02

Key Partners



COOKIE SUPPLIER.

RAW MATERIAL SUPPLIER
-PAPER, PACKAGING

Key Activities

PACKAGING COOKIES
ONLINE PROMOTION
CUSTOMER SERVICE

Key Resources

PACKAGE DESIGNER
PACKAGE QUALITY
CHECKER

Value Propositions

STUDENT
- CAN ENJOY COOKIES
WITH EASY ACCESS AND
QUOTES CAN MOTIVATE
THEM.

COOKIE SUPPLIER
-ABLE TO SELL COOKIES TO
STUDENTS INDIRECTLY

Customer Relationship

ONLINE CUSTOMER SERVICE

HONOR SYSTEM SALES

ORDER DELIVERY

Channels

WORD OF MOUTH
SOCIAL MEDIA
VISUAL RECOGNITION
POSTER PROMOTION

Customer Segments

STUDENTS
- WHO LIVE IN CAMPUS IN UTM



Cost Structure



CHEAPEST OPTION BASED

SUPPLIER SURVEYING

PROFIT PER ORDER

Revenue Stream



