



اَبُو سَيِّدِي تَبَكُّو لُو كِي مَارَا
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ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

ASSIGNMENT:

**BUSINESS MODAL CANVAS
OF HJ. CHIEF CATERING**

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EXECUTIVE SUMMARY

Business Model Canvas (BMC) is a strategic management and entrepreneurial tool that allows entrepreneurs to describe, design, challenge, invent and pivot the business model. Learning from the business surroundings and competitors are the best tool to step up businesses which is why BMC plays a huge role in running a business. The company that we chose is Hj. Chief Catering. Hj. Chief Catering covers different types of catering such as wedding, corporate, social event, and concession catering. Other than catering service, they also offer a wide range of pre-made frozen food suitable for busy workers/housewives, bachelors and campers/travellers. Out of all the frozen packets that Hj. Chief Catering serves, the top selling's are Daging Dendeng Hj. Chief, Daging Opor Hj. Chief and Kam Heong Chicken Hj. Chief. These products are the main focus of the revenue streams in which future steps of this business is discussed. The value proposition of listed product includes its fitting for this new age era because it is convenient. Not only that, it is also a very easy and quick meal to prepare, while added advantages also include: the variety of choices. Hj. Chief Catering uses Banner, Websites and Social Media to promote their services and products. Since marketing plays a huge role for any businesses, it is important that any business should always be up to date with the style of marketing and advertising styles. In order to solve this problem, updating their Instagram and Facebook posts and invest little bucks for social media advertisements is a new and advanced way to boost up a product. In maintaining the interests and relationships between customers, Hj. Chief Catering takes steps to give benefits to the customers such as seasonal discounts, membership discounts and coupon redemption to keep the customers loyal to the business. Hj. Chief Catering also plays a great strategy in optimizing its key activities to ensure optimum productivity can be achieve in business. The three-way, one loop relationship between seller, deliverer and buyer is kept in a tight circle to certify the business is run smoothly.

INTRODUCTION

1.1 Company Background

Hj. Chief Catering is a boutique Catering Service founded in 2010. They offer tailor made menus specifically for events. With an array of dishes ranging from Chinese, Malay, Western, Indian and even barbecue dishes, Hj. Chief Catering is a firm believer of multiculturalism in Malaysia. In addition, starting 2017, Hj. Chief Catering launched ‘ready to eat products’ to ease busy housewives, bachelors and travellers in preparing a proper meal without consuming much time.

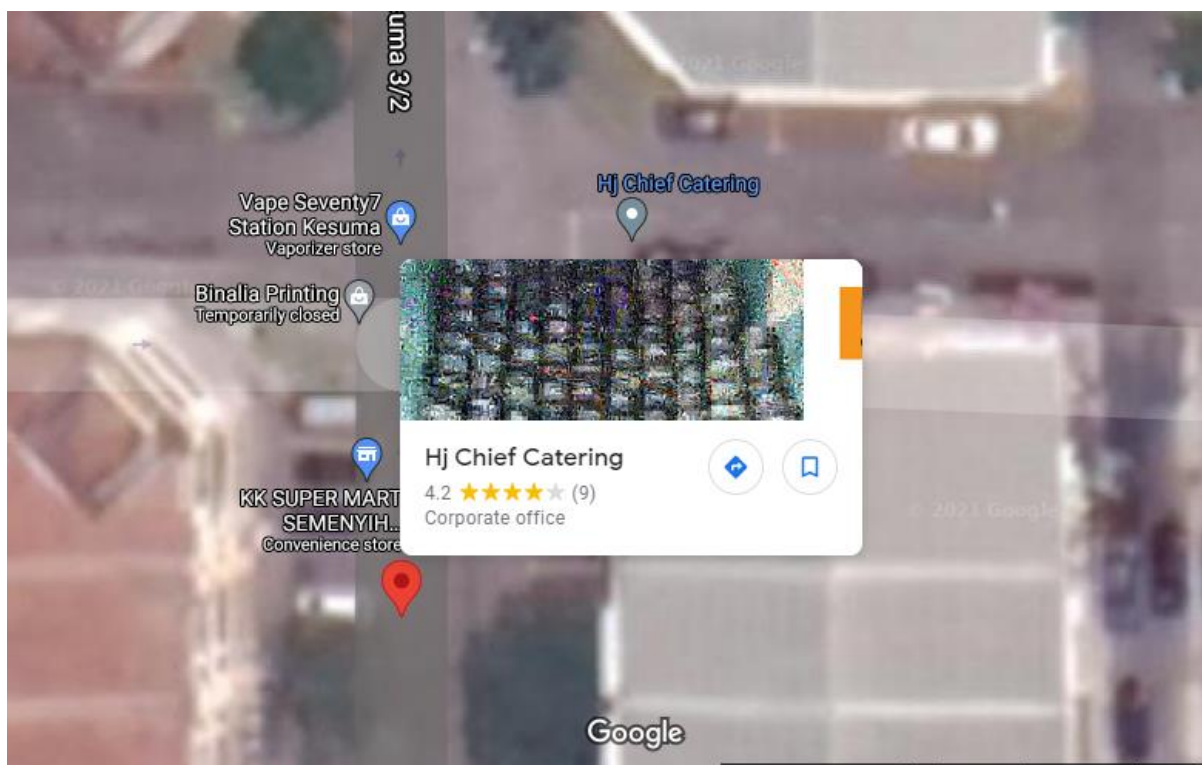


Figure 1: Hj. Chief Catering Headquarters

22-G, Jalan Kesuma 3/2, Bandar Tasik Kesuma, 43700 Beranang, Selangor