



اَوْنِيُوْ سِيْتِي تِي كُونُو لُو كِي مَارَا  
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MARA



## BUSINESS MODEL CANVAS

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

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## **EXECUTIVE SUMMARY**

Firstly, for this Business Model Canvas assignment, we decided to choose a company which is Restaurant Sri Mariana & Catering. In this report, we provided the company information, where we explain the background of the business, organizational structure, marketing, operational strategy, and financial achievement. Restaurant Sri Mariana & Catering who are owned by Mr. Nor Sallehudin Bin Taib sells variety of food such as Rojak, Soto, Gado-Gado, Mee Tuaran, KonLo Mee and many more, but the main menu in this restaurant is Rojak, Soto and Gado-Gado. The business was run by Mr. Nor Sallehudin and his wife from January 2015 until now. Now, he has five subordinates to control the business under his guidance.

Besides, we also identify the purpose of BMC preparation in an organization. There are also the problem or pain point of the target customer for Restaurant Sri Mariana & Catering which is productivity, financial, process and support pain point. Every problem and pain point can be solved to provide a higher level of customer satisfaction. Next, we also identify SWOT analysis for Restaurant Sri Mariana & Catering. For SWOT analysis, it is to identify the strength, weaknesses, opportunities, and threats of the business that can reduce the chance of failure by understanding what the business is lacking and eliminating hazards that would catch the business unawares. We also compare the SWOT with two other competitors of Restaurant Sri Mariana & Catering.

Furthermore, we had analyzed Restaurant Sri Mariana & Catering by using a Business Model Canvas (BMC). In this part, we had construct and explained the nine elements in BMC which are the customer segments, channels, customer relationship, revenue streams, value propositions, key activities, key resources, key partnership, and cost structure. For example, the channel this restaurant utilized to deliver their value are their business premise, online delivery, and social media. The social media that has been using is Facebook which is a good platform that can reach more customer and also is one of the social medias that always been using by people daily. From the Business Model Canvas (BMC) the owner can easily design and recognize what areas can be improved for his company which is Restaurant Sri Mariana & Catering to be more successful in many years to come.

# 1 INTRODUCTION

## 1.1 Company Background



Figure 1 Logo of the restaurant

Sri Mariana & Catering is a Malay restaurant that was established 1<sup>st</sup> January 2015 and owned by Nor Sallehudin Bin Taib a 55-year-old married man. This restaurant has been operated around 6 years until now. It is located at Teo Ee Teh Shopping Complex, 89208 Tuaran, Sabah. There are many various types of food that this restaurant serves to the customer one of them is Rojak, Soto, Gado-Gado, Mee Tuaran, KonLo Mee and many more, but the main menu in this restaurant that the customers always order is Rojak, Soto and Gado-Gado. Plus, this restaurant also provided catering services where customer can negotiate about the price and what types of food that they want to serve in their events. The most unique thing about this restaurant is that the business owner uses his own recipe on certain dishes when cooking the food to be served to the customer, so that the customer can feel the differences between Sri Mariana's dishes and other restaurants.

Furthermore, this restaurant opens from 8:00 a.m. until 5:00 p.m. everyday and it will only be closed once in a month. Due to the pandemic Covid-19, where the restaurant is only allowed to open for take-away, the business owner decided to join the Food Panda service so that customers can order through online.

The location of this restaurant can be considered as a strategic place since it was located in the middle of the town where people can easily find this business location and not to forget that it is also surrounded by workplace. As a result of this restaurant's strategic location, the restaurant has the ability to gain a loyal customer by providing them with a better service so that they feel welcome and comfortable. This restaurant has faced a lot of competitors since Mr. Sallehudin is not the only one who opens this type of business in Tuaran. The competition of this business is high because there are so many other restaurants in this town who have the same menu with this restaurant.