



اَبُو سَيِّدِي تَبِيكُو لُو كِي وَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



SPECIAL RECIPE



BUSINESS MODEL CANVAS

FACULTY OF BUSINESS AND MANAGEMENT

PRINCIPAL OF ENTREPRENEURSHIP (ENT530) : BUSINESS MODEL CANVAS

FACULTY & PROGRAMME: FACULTY OF BUSINESS AND MANAGEMENT

SEMESTER : 4

**PROJECT TITLE : BUSINESS MODEL CANVAS: SPECIAL RECIPE
BAKERY**

**LECTURER'S NAME : MADAM NADIAH MAISARAH BINTI ABDUL GHANI
NAME :**

FULL NAME	STUDENT's ID
ANIS ZULAIKHA BINTI AMRAN	2019231156
NUR SYAMIMI ATHIRAH BINTI ROSEDI	2019219144
NUR HAFIZAH BINTI MOHD TAHIR	2019805016
MUHAMMAD ASYRAAF BIN IZHAN	2019614724
NOR HILMIYAH BINTI AMRI	2019229714

ACKNOWLEDGEMENT

Alhamdulillah, first of all we would like to thank Allah S.W.T as finally we are able to finish our Group assignment that has been given by our lecturer, Madam Nadiah Maisarah binti Abdul Ghani. This task has been done with all the effort even though we had a little bit of a problem while doing this assignment. Luckily, all the problems can be solved and we were able to manage properly and wisely.

We would like to thank our lecturer, Madam Nadiah Maisarah binti Abdul Ghani for all her guidance, help, and consideration for helping our group to finish this assignment. With the help, we understand more of what we have learned in BMC. It is easy to practice as well. In addition, she gives us ample time in preparing this assignment. We really appreciated it. Most importantly, give us more positive encouragement so we can complete this assignment.

We also would like to thank all the parents. We cannot finish all the assignments given if we don't get support from them. They did not stop giving us encouragement and came with full support to finish this assignment. Because of the support, now everything is complete. We would like to say thank you to both our family members. They give us good advice so that we cannot give up on what we already do.

TABLE OF CONTENT

TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
EXECUTIVE SUMMARY	v
1. INTRODUCTION	v
1.1 COMPANY BACKGROUND	7
1.2 PROBLEM STATEMENT	8
1.2.1 Keeping a good business reputation	8
1.2.2 Lack of staff to maintain the storage store for cake making materials	8
1.2.3 Staffing Weaknesses of a Bakery	8
1.2.4 Processes of Financial Management	8
1.2.5 Operation and Hygiene	9
1.3 OPPORTUNITY RECOGNITION	9
1.4 SWOT ANALYSIS TWO COMPETITOR	10
1.5 PURPOSE OF BUSINESS MODEL CANVAS PREPARATION	13
2. BUSINESS PROPOSAL	14
2.1 CUSTOMER SEGMENTS	14
2.2 VALUE PROPOSITIONS	14
2.3 CHANNELS	14
2.4 CUSTOMER RELATIONSHIPS	15
2.6 KEY ACTIVITIES	17
2.7 KEY RESOURCES	17
2.8 KEY PARTNERSHIPS	18
3. CONCLUSION	19
4. REFERENCES	20
5. APPENDICES	21-22

EXECUTIVE SUMMARY

Special Recipe Bakery is a local bakery located at Puncak Alam, Selangor. Our shop is located near residential areas and the University of Technology Mara, Puncak Alam. We prioritise health at a particular recipe, where every cake is produced entirely of organic ingredients, including fresh fruit, without any artificial substances or preservatives derived from pre-packaged mixes and dough. The cakes are also created from scratch every day, so they are always fresh. Special Recipe Bakery are always focused on being healthful and tasty so that customers can enjoy them even during their hectic days. Various cakes are available at low costs, ensuring that Puncak Alam, Selangor, has the most economical cakes. Customers can request delivery to a certain location, and we will do so within four hours. Special Recipe Bakery focuses on cakes that are similar to secret recipe cakes, but at a lower cost. The ingredients are all natural and safe to consume.

.

1. INTRODUCTION

1.1 COMPANY BACKGROUND

The idea of Special Recipe Bakery is serving only the best to the customers. Special Recipe Bakery offers a variety of fine quality cakes. However, if this business grows rapidly once operated, Special Recipe Bakery is in the planning of expanding our menu to different types of bakery items, breads, pastries, sweets, confectionery and muffins. This is due to the powerful demand of their customers.

As the target location is in Puncak Alam, Selangor, Malaysia, the name of Special Recipe Bakery was inspired by the ingredients that will be used in the production of the products. Special Recipe Bakery uses organic based ingredients in the production of our products. This surely aligned with our mission. As a private limited business company, this company prospers with a mission to provide healthy, fresh, good quality, and great tasting cakes to our customers. Furthermore, Special Recipe Bakery's vision is to be recognised as the best in the food industry in producing organic food by providing uncompromising quality of products that meet and exceed our customers' expectations by continuously striving to surpass our commitments through innovations and continual improvements.

With Halal-certification awarded by Jabatan Kemajuan Islam Malaysia (JAKIM), Special Recipe Bakery is committed to adhere to the standards of preparation of all food and processing plant in the restaurant in accordance to the regulatory guidelines including Hazard Analysis Critical Control Point (HACCP) and Veterinary Health Mark (VHM) guidelines. Special Recipe Bakery is composed of ultra-modern, state-of-the-art, completely and semi-automated manufacturing lines that will operate 24 hours a day, 365 days a year, and have the potential to create significant volumes of products on a daily basis. Our excellent team of highly qualified professionals, as well as our well-known fleet of vehicles, ensures that all items are made and delivered to our clients fresh.

Special Recipe Bakery aspires to keep ahead of the competition, and our research and development teams are constantly working on new items and inventing to bring them to the region. Special Recipe Bakery is also founded on the premise that social responsibility is equally as vital as profit. Whereas some companies cut corners for their personal gain, Special Recipe Bakery goes above and beyond to accomplish what is best for everyone - the consumer, the employee, the partner, and the business owner.