



BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

1.1 Brief description of the business and product concept

The business that we are involved in is the Korean restaurant named OppaChinChingu Restaurant. Our restaurant is located in Bandar Baru Bangi Selangor. We chose this area because Bangi is the one favorable location for Malaysian who are staying in the nearest region like people who live near Putrajaya, Cyberjaya, Kajang, Serdang and anyone that lives nearest to our restaurant. OppaChinChingu Restaurant actually serves Korean dining with a great taste and we provide the varieties of menus for our customers. Our restaurant has a specialty product concept where we come out with the best root ingredients which keep the freshness and tasty in our meals.

1.2 Vision and Mission of the company

As the same concept of the restaurant and the other businesses, we have already set up our own vision and mission for OppaChinChingu's Restaurant. The Vision for our restaurant is to be well known organic Korean Cuisine in Malaysia. Meanwhile our mission is to provide our customers with great-tasting Korean food and drinks. We also want them to have good, respectful, friendly, and proper service while they are dining with us.

1.3 Restaurant's core strength

In order for us to achieve the success in our business, we would highlight our few components of strength and we also analyze the systematic planning throughout our Business Model Canvas (BMC). Our strategic management planning which highlights the Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Channels, Customer Segments, Cost Structure, and also Revenue Streams. With all these templates and planning concepts we are extremely more confident to build this business as to compete with the other restaurant businesses.

1.4 Competitive Advantages

OppaChinChingu's Restaurant has differentiated from the competition by creating a unique and exciting fine dining atmosphere. Our restaurant will be set apart from other restaurants by its uniqueness and well thought out design and its exquisite decor. Each customer dining at OppaChinChingu's Restaurant will enjoy an experience that is unlike anything they've experienced before. Our restaurant is also set apart through our commitment which provides the high product quality, not only in terms of food but also through offering friendly and high-quality service.

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND & COMPANY STRUCTURE



Figure 1 OppachinChinggu Logo

Oppachinchingu's restaurant is the first organic Korean restaurant in Malaysia. This restaurant is the result of the brainstorming an idea between 6 friends, Nurul Jazmin, Syarifah Sumaiya, Khairunnisa, Munira, Nursyafiqah and Muhammad Hariz. This restaurant is opened in 1 January 2021. The restaurant is open due to the 'Korean Wave' that hit in Malaysia. Most of Malaysian especially female around age of 18 until late 30 loves everything about Korean such Korean pop (K-pop), Drama, variety show and food. Even this is our first big move into business, we as the owners looks this as an opportunity to do a business in this field. Besides, we also a huge fan of Korean food, so that why we want to try this business. Other than that, as the Korean restaurant are currently rising in Malaysia, we try to make something different from the others, so that why we decide to use an organic ingredient into our dishes. As for our restaurant name, Oppachinchingu is given because the word 'Chingu' in Korean is friend which is suitable with our situations. Meanwhile for 'Oppa' which is means older boy is the spontaneous idea from owner because majority of us is female and we love to use 'Oppa' word. As mention before, this restaurant was established by 6 friends, so it is a partnership business. It is owned by 2-20 person in the business and the agreement between the persons in this business are same which is to gain profit from the business. The vision for our restaurant is to be well known organic Korean Cuisine in Malaysia. Meanwhile our mission is to provide our customers with great-tasting Korean food and drinks. We also want them to have good, respectful, friendly, and proper service while they are dining with us