



اَوْبُوْ سَيِّدِي تِيكُوْ لُوْ كِي مَبَارَا  
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MARA



## **BUSINESS MODEL CANVAS FLOWER CAFE ENTERPRISE**

PRINCIPAL OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS  
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And at last, we keep hoping that our business plan will then be beneficial as a guideline for starting a business. Also, if our company is able to attract more customers, we believe that our cafe will become the most popular among Malaysian travelers and a tourist attraction every time they visit Shah Alam.

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## EXECUTIVE SUMMARY

Flower Café Enterprise, which opened in 2018 and has been in operation for about two years, has garnered a lot of popularity among café-goers, flower lovers, students, and others. Many people are drawn to its serene atmosphere, where they can have a cup of coffee while surrounded by fresh flowers. The café's floral-themed design creates a calm setting, allowing visitors to rest and unwind while enjoying a cup of coffee. We are a firm dedicated to ensuring that our customers are satisfied in order for them to return, and our commitment to providing the finest possible service makes us a viable and profitable investment.

Despite a rocky start, we were able to establish our café as a relatively successful indie café indicating the existence of many competitors. We work in the food industry and use FoodPanda and Lalamove as food delivery services. Many indie cafes exist these days, as many individuals enjoy coffee or other caffeinated beverages to help them get through their day. Our physical location is at Shah Alam.

This business is dedicated to making a consistent effort to meet customers' needs and provide high customer satisfaction through excellent service, and it has quickly become the most popular café in the area, serving tasty food and beverages at moderate pricing. We strive to maintain a lively, clean, and enjoyable environment for our valued customers, making them feel as if the café is their second home. Flower Cafe Enterprise also has a dedicated event room for meetings, brainstorming sessions, birthday parties, and other gatherings. We've completely outfitted our venue with all of the amenities they'll need for any event, all under one roof. We also have qualified and well-informed employees whom we refer to as our partners, and we train them to treat customers as family members and to be nice not only with customers but also with their coworkers. This will boost their motivation to joyfully, calmly, and truly enjoy their hard work.

## 1.0 INTRODUCTION

### COMPANY LOGO



Figure 1

### 1.1 COMPANY BACKGROUND

Flower café Enterprise is the company's name. The name was inspired by the café's floral-themed décor and the exquisite flavour of creamy coffee that made everyone salivate just hearing the name. By providing nice customer service while they enjoy our products, we want our consumers to feel valued. For the time being, we just have one lounge café in Shah Alam, Selangor. The chosen location might be thought of as a key location for a one-of-a-kind and inviting café. As a result, the site is ideal for ensuring the success of our business because it will attract people to pass by our café, particularly teens, because it is located in the town.

For further information, our business has been registered on 20 January 2018. After registration with the SSM, we have taken a very first to open up a café and start the business on 1 March 2018. Our long-term goal, like that of other businesspeople, is to open more branches and market our goods on a global scale. We also want to be one of the most successful café businesses and the customer's first choice, not just in Malaysia, but also in other countries. Furthermore, we are dedicated to producing the finest quality dessert using the most delicate ingredients, and we will strive to improve every area of our business and products.

Finally, we are a Muslim-friendly café company, which means that none of our products contain any non-Halal ingredients. That is to say, our product is free of any ingredient that Muslims are prohibited from consuming under Islamic law. Not only that, but the items were processed, made, generated, manufactured, and stored employing Islamically-clean equipment and machinery. Our policy is clearly stated here: we want everyone to be able to enjoy our delicious and delicious products.