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(SANTUY CAFE)

BUSINESS MODEL CANVAS

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NAME : MARLIE DHAZNIEL BIN RUSLI (2019872082)

: NUR DELIMA BINTI SAIDAN (2019872846)

: MOHD IZZAT SYAZWAN BIN CHE AMRAN (2019853356)

: MUHAMAD HARITH HAZWAN BIN SAZALI (2019814916)

: MUHAMMAD REDZA ZIKRY BIN NOR FAZLI (2019630738)

LECTURER : DR. NURHUDA BINTI HAJI NIZAR

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EXECUTIVE SUMMARY



The Cafe business has been growing rapidly in recent years. For many years, the café has been well-known and well-liked. Santuy Cafe is a company that combines a café with a variety of activities such as river swimming, camping, BBQ, and a Family Day. This business is devoted to making a constant effort to meet customers' needs and provide high customer satisfaction via outstanding service, the highest quality of location, and become the number one preferred cafe with delicious food and drinks at the cheapest rates ever. We maintain the café environment pleasant, clean, and pleasurable for our valued clients to make them feel as though they are in a natural setting. We also have competent and well-informed employees whom we refer to as our partners, and we teach them to treat customers as family members and to be pleasant not just with customers but also with their coworkers. This will boost their motivation to pleasantly, calmly, and honestly appreciate their hard job.

Santuy Cafe provided a comfortable environment, BBQ and camping equipment setup, a river for swimming and membership cards, a delectable selection of food and beverages at the café, and original water at the foot of mountains and hills for drinking. We also utilize online platforms such as survey form mobile application and customer who want to offer recommendation about to help repair a mistake that happened to the café in order to become better in the future, as people nowadays enjoy things that remark for services or taste the cuisine.

The business's aim is to give excellent service, to transform a design Cafe into a natural setting, and to offer the most reasonable rates to loyal consumers. Our team members work together to complete the mission by putting in their best efforts to run the business efficiently and profitably. Our vision, on the other hand, is to be the best cafe and to be the first place consumers

refer cafe services to their friends and family. We also wish to work with other groups to educate people about the café and raise environmental awareness. Furthermore, we want to preserve our originality and separate ourselves from our rivals in order to attract consumers and keep them loyal to us.

1. INTRODUCTION ✓

1.1 Business Background



Figure 1: Logo Santuy Cafe

Name of Company	Santuy Cafe
Nature of Business	Partnership
Industry Profile	Food Industry
Location of the Business	Santuy Cafe Kampung Pantai Pulai, 09100 Baling, Kedah

Date of Registration	25 June 2021
Factors in Selecting the Proposed Business	<p>Attractive location to set up a cafe because it is close to the river.</p> <p>Customers can enjoy the food while enjoying the nature scenery.</p> <p>Customers can swim in the river.</p> <p>Has a spacious place</p>
Future Prospect of the Business	<p>Open only one branches in Malaysia.</p> <p>The best café that provide different tastes of food and have various activities, at the same time be the best café design, and self service provider for BBQ.</p>

Table 1: Info of Santuy Cafe

Descriptions



Santuy Cafe is a café that also offers a range of activities such as river swimming, camping, barbecuing, and a Family Day. This sort of company is often self-contained and run with the help of partners. Customers may unwind at this café by enjoying our food and beverages with friends or family while also swimming in the river. They can engage in activities such as grilling and camping. Santuy Cafe has a wide number of seating areas where customers may relax and do self-service. Some of the areas are also completely natural, which is ideal for nature lovers. Our business is located in Baling, Kedah. The cafe designed as an open space and have with a building structure, and customers can enjoy food inside the building. We chose a nice design that is

appropriate for individuals who wish to relax and unwind while participating in some of the activities we have given.

Santuy Cafe's target demographic includes nature enthusiasts, BBQ fans, campers, and customers who want to travel but can't carry their own meals. Despite the fact that some individuals are afraid of the open air, they nevertheless want to taste our food and beverages. As a result, we set aside a separate section just for these clients, where they can still enjoy our food and beverages without feeling threatened by the open space. Santuy Cafe has 18 partners (employees) that are devoted and knowledgeable and will assist the firm in running the business effectively. We refer to our employees as partners because we aim to build great relationships with one another and grow the company together. Some of the partners are family members of the company's owner. Customers are treated as family members, and we build genuine connections with them. Customers may also expect personal attention from us, and we will meet their needs.

1.2 Problem Statement



i. Customer's Request

Some customers' requests come from business owners who have a special event to attend or are going on a holiday trip and want to bring their unhealthy drinking and food with them. On the other hand, some customers want alternate menus or something distinctive and unique in terms of food and beverages.

ii. Dealing With Problematic Customers

Every customer has their own mood changes, which are sometimes positive and sometimes negative throughout the day. If the customers never want to be disappointed, communication will

be tough. Furthermore, some customers will inquire about and fight about the cost of food and services charge.

iii. Reservation Made at The Last Minute

Some customers also contacts at very last minute to reserve for place sitting or for activities camping side. This will make things tough for businesses since they will need to double-check their schedules and will only have a limited amount of time to prepare.

iv. Perilous Situations

There are several locations near the café that are restricted. Some customers try to stay outside of the designated café area. This might result in a threat since the cafe will not be liable for the safety of the guests if they drown or the river flows suddenly.

v. Marketing And Advertising Cost

People may not know our brand or be aware of our existence in this sector because we are new to the industry. As a result, we must engage in marketing and advertising to increase brand recognition. This is going to cost a lot of money.

1.3 Opportunity Recognition ✓

1. Provide a Activities for BBQ and Camping Site

Referring to the activities provided at our place, namely Santuy Cafe, there are several activities that can be done to ensure that customers get satisfaction while at our place. Based on activities such as making BBQ, Santuy Cafe has also prepared this activity to complement the tastes of customers when they are in a peaceful place, such as the river's

water flow and green plants. In addition to the BBQ equipment, we have also provided equipment to ensure customers are comfortable while at the Santuy Cafe. This includes tools for burning, such as charcoal, as well as other utensils, such as dinner plates. The provision of a comfortable place is also provided for customers who carry out this BBQ activity. In addition, the area for this BBQ activity site is also wide to ensure customers have their own privacy if with family or friends. In terms of the benefits that customers at Santuy Cafe can receive when participating in BBQ activities, they can also feel calm because Santuy Cafe is surrounded by greenery and a beautiful river flow.

In addition, camping activities are also available at Santuy Cafe. Here to fulfil the desires of customers who want to feel the atmosphere of a green forest that is brightened again by the clear river flow. Generally, we know that our customers have various desires, so at Santuy Cafe, we have prepared a camping site for those who want to use this service. We also provide a large enough camping area to ensure that each customer is comfortable and has a good time at Santuy Cafe. Among the benefits that customers can receive if they carry out camping activities here is that they can feel the atmosphere of a green forest filled with elements of beautiful nature and can release the tension from their problems. In addition, the provision of camping equipment is also provided by Santuy Cafe, because we want to give priority to customers who want to be here to have a wonderful experience.

2. Good Communication ✓

Maintain good communication and be calm when faced with a bad mood. Customers can help them control their emotions. Some customers may experience negative emotions at some point, so one of our responsibilities at Santuy Cafe will always to provide a professional and prudent service. It is based on the event of a misunderstanding or an

order that arrives incorrectly, late, etc. If we face a situation like this, we try not to change the conversation to personal attacks and continue to focus on the current situation. Moreover, we can provide some facts to turn away anger. Also, to prevent bad problems from happening, we will ask them some questions initially dealing with the customer. This information will help to defend ourselves later and the customer can not accuse us of not understanding what

They desire it. In addition, we will always provide special treatment for each customer in order to ensure that customers are more comfortable and happy while at the Santuy Cafe. Every employee has been educated to be positive and respect customers, so that the Santuy Cafe is always the top choice of customers.

3. Ask Opinion on Feedback from Customer ✓

This is one of the steps we provide to get feedback from customers on Santuy Cafe, which is regardless of the food, service, customer comfort while here, their opinions or comments and others. This response can be made through the box available in the front room of the cafe and can also be done online. We will see all the feedback for improvements at Santuy Cafe to be more successful. The right food and beverage menu is the main thing to consider if we want to keep it to the taste of the customers coming to our cafe. We must investigate all of the available options customers and their appetites for food and drink. We can also ask for some feedback from customers in person to find out what their comments are on the taste of the food and drinks at Santuy Cafe. In addition, customers who obtain camping services are also encouraged to respond to the services provided. Customers can also share opinions and preferences on services from Santuy Cafe through any of our social media platforms.

4. Avoid Any Risk of Danger Situation ✓

This is a reference to customer demand. The following refers to the problems that can be presented through various customer requests. Here, it is clear that we will always provide good service to each customer so as not to have misunderstandings or fights with customers. Some customer requests come from business owners who have special events to attend or are on a vacation trip and want to bring unhealthy drinks and food with them. This is something we cannot allow bringing unhealthy drinks or drinks that can cause a person to get drunk at the Santuy Cafe. Because we don't want to affect other customers if intoxicating drinks are brought into this place to keep customers and themselves safe. Generally, we know someone who is drunk is able to act aggressively and unconsciously. This is to ensure the safety and security of customers at Santuy Cafe. Furthermore, some customers want an alternative menu or something distinctive and unique in terms of food and drink. Therefore, we will always ensure that the menu provided at Santuy Cafe is the choice of customers.

5. Use online platform as marketing strategy

To reduce costs, we use online platforms such as social media, such as Twitter, Instagram, Facebook and websites, to provide and disseminate information about our services to others. This will help us increase the recognition of services at Santuy Cafe as well as community awareness of the various menus and services available here, such as camping sites, BBQ activities, waterfall baths and others. The purpose is to further expand the name of Santuy Cafe to the community so that the public knows. What services do we provide, particularly to the local community. Online platforms, as well as the fact that there is no need to bear excessive costs, and we can save a lot of money.

1.4 SWOT Analysis Between Two Competitors



i. Cafe Rimba Kampung Kuala Kedua

Strengths: <ul style="list-style-type: none">• Have a suitable plan• There are no specified activities, although any activity are available.• Unique and low cost	Opportunities: <ul style="list-style-type: none">• Hire many staff• Franchise potential• Has a long-term customer base and will continue to do so for many years.
Weakness: <ul style="list-style-type: none">• Advertising and marketing budgets are limited.• It is situated in a remote village, difficult for customers to find.• The hours of operation were not unpredictable.	Threats: <ul style="list-style-type: none">• Due of the limited area, the customer's position is limited.• People may become bored and seek for new offerings from new rivals.

Table 2: SWOT of Cafe Rimba Kampung Kuala Kedua

ii. BBQ Lamb KL Kemensah

Strengths: <ul style="list-style-type: none">• Because it has been in operation for 5 years, the brand name is well-known.• Hire a quality chef• Offer high quality service.	Opportunities: <ul style="list-style-type: none">• Creating new job opportunities for a large number of people• Having the ability to develop the business and create additional branches
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<ul style="list-style-type: none"> • Have a many team that is well-trained and motivated. 	<ul style="list-style-type: none"> • Changing the cuisine preferences of customers.
<p>Weakness:</p> <ul style="list-style-type: none"> • Employee training expenses • When compared to other rivals, have a somewhat higher pricing. The hours of operation were not unpredictable. • Have a low initial investment 	<p>Threats:</p> <ul style="list-style-type: none"> • New rivals offering similar services are posing a threat. • Price wars are a threat from rivals who provide low-cost services of excellent quality.

Table 3: SWOT of BBQ Lamb KL Kemensah

Competitor SWOT Analysis is essential because it allows us to see what their strengths and weaknesses are so that we can develop our business and learn from their failures. We investigate the SWOT Analysis of two rivals, Cafe Rimba Kampung Kuala Kedua and BBQ Lamb KL Kemensah, for our competitors. These two competitors were also in a distant area. Cafe Rimba Kampung Kuala Kedua do their business in Baling, Kedah, while BBQ Lamb KL Kemensah is in Kuala Lumpur, Selangor. This two competitors only a few food industries have established in the village area. We see an opportunity to learn from these two competitors because their firm has been in operation for many years especially the BBQ Lamb KL Kemensah which has been operating for 5 years since 2017 until now. Cafe Rimba Kampung Kuala Kedua has several qualities that make them remain well-known in that area, according to the SWOT Analysis that we conducted. These include relatively low costs for customers, which has encouraged many customers to select their service, as well as the location in the village region, where customers are primarily from low to medium income levels. Meanwhile, The BBQ Lamb KL Kemensah is known for its great meals and well-trained employees. These aided us in continuing to improve on

what we lacked. However, Cafe Rimba Kampung Kuala Kedua has flaws such as inconsistent operating hours and a restricted budget for advertising and promotion. The drawback of BBQ Lamb KL Kemensah is that their pricing is somewhat more than their competitors. They have a cheap start-up cost. As a result, we've learnt from their mistakes and are putting in extra effort to guarantee that the business runs smoothly.

1.5 Purpose of Business Model Canvas Preparation



The Business Model Canvas, or BMC, provides an overview of our products from every angle. It serves as a foundation for us to let our thoughts run wild. We could also consider the possibility of increasing demand and supply. A business plan is a collection of documents prepared by organizational management to summarize its short-term marketing, operations, and financial goals. This is to provide step-by-step instructions after we launch our business. It also shows us how to achieve organizational goals in a new company like Chill Out at Santuy Cafe. This business plan is also meant to help us stay in the Malaysian market for a longer period of time.

In terms of importance, we could have an idea of what our business is. It demonstrates which activities are unimportant in terms of achieving the goals. As a result of the BMC's ability to sharpen our focus on the essential, we may be able to improve our business model. Aside from that, the BMC's goal has established a presentation. BMC transforms the concept of our products into a more obvious reliant form. This would have the advantage of allowing others to quickly understand and discuss our business model. The BMC also provides an overview of our commercial business concept from every angle. As a result, those in charge of the strategy department, for example, will receive only the information they need.

Another goal is to look at the food industry as a whole and find shared business model partners. This will aid us in understanding the crucial business model canvas that will assist us in successfully operating the business. Furthermore, the business model canvas is designed to be simple and easy to understand by all team members and investors. We also used the business model canvas to obtain any loan from a bank, such as a loan for capital or another type of loan.

2. BUSINESS PROPOSAL



Business Model Canvas – Santuy Café



Figure 2: Venue of Santuy Cafe

<p>1. CUSTOMER SEGMENT</p> <ul style="list-style-type: none"> • Family • Couple • Who want to chill out with their friend • Tourists • Nature lovers • Local communities 	<p>2. VALUE PROPOSITIONS</p> <ul style="list-style-type: none"> • Beautiful of nature • Enjoy special meal • Original water foot of mountains and hills drinking • Friendly service • Affordable price 	<p>3. CHANNELS</p> <ul style="list-style-type: none"> • Social media (Instagram, Facebook, Twitter, WhatsApp) • YouTube • Website • Ads • Radio • TV Program 	<p>4. CUSTOMER RELATIONSHIP</p> <ul style="list-style-type: none"> • Family package offer every weekend • Membership card • Camping & BBQ equipment provided • Survey Form (QR code) • Responsible for the feedback
<p>8. KEY PARTNER</p> <ul style="list-style-type: none"> • Ingredient supplier (chicken, vegetables, fish) • High class chef • Cafe consultant • Cafe designer • Tourism 	<p>7 KEY RESOURCES</p> <ul style="list-style-type: none"> • Skilled restaurant operators and employees • Good management • Attractive cafe design and activities provided • Good customer service 	<p>6. KEY ACTIVITIES</p> <ul style="list-style-type: none"> • Camping • BBQ • “Eating and Swimming” • Function as self-service fast and Chill out cafe • Provide a conducive place 	<p>5. REVENUE STREAM</p> <ul style="list-style-type: none"> • Sales at food beverage • YouTube & TikTok channel payment • Rental of Camping & BBQ equipment • Service charge 4%

		<ul style="list-style-type: none"> • Team Building • Family day 	<p>9. COST STRUCTURE</p> <ul style="list-style-type: none"> • Sales marketing • Development and Maintenance • Ingredients cost • Kitchen equipment • Staff salaries • Uniform cost • Camping and BBQ equipment • Rental (Electric Bill, Water Bill, and Place) • Cafe equipment • Loan bank
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Table 4: Draft Business Modul Canvas of Santuy Café

2. 1 Business Model Canvas (BMC) ✓

Alexander Osterwalder has designated the business model canvas, also known as the BMC. It is a tool for visualizing all aspects of a business, including consumers, route to market, value proposition, and finance. When conducting business, BMC can detect the weakness, strength, opportunity, and threat. BMC also focuses on both the internal and external aspects of the business. It is critical for the company to understand their focus on both sides. The

business can figure out their knowledge in maintaining, controlling, managing, and planning when drawing or planning with BMC. Both external and internal factors contribute to the value proposition, which is the value exchange between a company and its customers. The due customer is the end-user, or the person who used the product or service provided. There are nine (9) elements that must be present in order to create, capture, and deliver value to consumers and how they interact in various ways. The elements are customer segments, value propositions, channels, customer relationships, revenue streams, key activities, key resources, key partners, and cost structure.

2.2 Explanation of BMC



- **Customer Segments**

Customer segment is the practice of dividing the customer base into several groups for marketing purposes. By using customer segmentation in marketing, a business enterprise can target the right people and the right orders about the products they are working on. Customer segmentation will typically be viewed in terms of three targeted groups. First there is information about demographic segmentation such as age, gender, race, family, education level and income. The second is geographically related information such as place of residence or place of work. Next, the third is related to psychographic such as lifestyle, personality traits and behavior. In addition, the behavior is also inclusive of desired expenses, consumption and benefits. Therefore, tendencies will be taken into account when determining customer segmentation practices.

For the customer segment or target market for Santuy Cafe are those who have a family. This is because, apart from a family coming to eat at Santuy Cafe they can also spend time with family members by enjoying the atmosphere of our café. In addition, our

target is also a couple. With a beautiful and quiet atmosphere suitable for couples who come to eat or newly married couples who want to honeymoon by enjoying camping at our Santuy Cafe. Next, our target is focused on people 'who want to relax with a friend'. This is because, our Café area is not only a place to eat but also around there is a beautiful waterfall, a quiet atmosphere, a safe area and of course also suitable for nature lovers out there. Therefore, it does not mean that our target customers at Santuy Cafe are only focused on local communities' nearby either in the State of Kedah or in Malaysia, in fact we are very targeted at tourists who come to Malaysia, especially to the northern state of this country, Kedah who are looking for a place to they relax apart from the beaches around Langkawi.


- **Value Propositions** ✓

The value proposition is the guarantee or strategy that sellers offer to entice buyers to buy their products or services. Furthermore, the value proposition element may assess whether a company can compete effectively with its competitors and what variations have been developed to appeal to a customer's most important decision-making drivers. We have offered several options for Santuy Cafe to strengthen our business value proposition to stay longer and prosper in this business. To ensure that the business process operates smoothly and efficiently, all organizations or firms must have appropriate. Employees, information, financial resources, material resources, energy, and utilities are examples of these resources. (2019, University). Santuy Cafe will make every effort to make the best use of available resources, with the goal of reducing waste and commercial losses. This is owing to the fact that strong resources can help a firm develop and become more productive.

Santuy Cafe has its own uniqueness where in our Cafe, we provide a dining room surrounded by a beautiful area of nature. Since the Santuy Cafe area is an area within the Village, it is definitely an attraction for visitors from the city especially those who miss the beautiful atmosphere in the village area. Apart from that, with such an atmosphere, the menus served are definitely very high quality. Therefore, customers who come to Santuy Cafe will be able to enjoy a special meal where the menu is varied. If the customer wants a delicious BBQ or western food with a reasonable price, it is none other than Santuy Cafe.

Among the more interesting uniqueness of this Santuy Cafe is that we provide Original water foot of mountains and hills drinking. This is because, we really appreciate our customers who especially the first time want to feel the atmosphere of eating at the café located at the waterfall. Therefore, for customers who come to our Cafe, they have the opportunity to taste the original free empty mineral water from mountains and hills. We strongly guarantee that the water we provide is guaranteed clean and approved by the '*Jabatan Mineral Dan Geosains Malaysia Kedah/ Perlis*'. This does not need to be worried by customers who come to our Santuy Cafe. In addition, we also provide friendly service at our Café where customers will get the best and friendly service from the staff at Santuy Cafe. Finally, with the affordable price at Santuy Cafe, we believe we can attract customers who love the atmosphere of nature and delicious western food at affordable prices.

- **Channels**

For the  promotions and advertising, we used various online platforms to deliver the information to our customers. The online platform such as social media which is Facebook, YouTube, Instagram, Twitter, WhatsApp. Through this social media we will upload photos and videos related to the activities we run at Santuy Cafe. This is intended as our marketing business so that our customers or target market can find out about Santuy Cafe. For the

WhatsApp application, we use it to make promotions to our regular customers by providing information related to sales that we will do every month. In addition, through WhatsApp, customers can also make reservations and booking packages that they want. Next, we also use the websites for our main channel apart from social media. On the websites, customers will be clearer to find out more about Santuy Cafe and can also make a look at the various activity packages that we provide apart from the delicious food menu. In addition, we also promote our Cafe through ds, Radio and TV Programs. But for this type of advertising is only made on certain public days such as New Year promotion. So, by using the online platform, we can reach wide target market and reach more customers.

- **Customer Relationship** ✓

Customer relationship implementation determines the best strategy and technology for our company to better interact with current and potential customers. Getting it right is critical to Santuy Cafe's effectiveness in achieving success. Firstly, we have a family package offer every weekend as our latest marketing strategy. With this package offer, customers can enjoy a cheaper package than the original price and it depends on available which is 'first come first serve' because this offer is limited. In this way, we can definitely attract the interest of our customers, especially families who want to spend their weekends with their loved ones at Santuy Cafe with various activities.

Besides that, we also provide membership cards to customers. If Santuy Cafe customers register for membership, they will get several benefits in addition to getting a discounted price except at peak season. Among other benefits, the membership card at Santuy Cafe serves as a way for customers to collect points up to a certain level, and they can redeem the points based on the package we provide either free food or free activities on Santuy Cafe and it is also based on terms and conditions from the Santuy Cafe company.

In addition, at Santuy Cafe also all camping & BBQ equipment we provided to our customers. In this case, the customer only pays according to the package and we will provide all the equipment so that customers who come to Santuy Cafe are comfortable as if they are coming on holiday and only bring personal equipment.

Next, customer service is the most recent marketing strategy implemented by Santuy Cafe since its inception. The opinions and feedback of customers are critical to the success of Santuy Cafe. As a result, it is critical to optimize how our organization gathers feedback and learns from it. We use a QR Code survey form to collect feedback or comments from customers. This is because, now is the era of technology and to make it easier for customers not to waste time writing on the feedback form, so we provide this QR Code to be easily accessible. Therefore, all the feedback from customers who come to Santuy Cafe is very much needed for us to improve our Cafe service and we are very responsible for the feedback. All customer information that fills in the feedback is the property of Santuy Cafe company and we take great care of the relationship with our customers.

- **Revenue Streams** ✓

A solid revenue stream is required for a business to operate properly. The income stream is the source of income from which we may meet any additional costs in the business. First, we make money by selling food and beverages. We can use sales from cafés to fund additional costs such as the cost of BBQ equipment and camping equipment for customers who desire the package. Using the proceeds from the sale of food and beverages at Santuy Cafe, we are able to purchase new equipment for BBQ activities as well as camping equipment. Then,

by renting the campsite to each customer, we may generate additional revenue. We can utilize the money to pay the salaries of each employee at Santuy Cafe.

Furthermore, we have a YouTube channel. We use the YouTube channel to convey information about cuisine and activities held at Santuy Cafe, as well as to do a question and answer part. We can earn money once people see the advertising we place in our videos, and YouTube will pay us for it. These are all ways through which we make money. In addition, we will charge a service fee to each customer who has withdrawn all of the equipment that has been delivered. The proceeds from this service charge will be used to replace new equipment at the Santuy Cafe. Every client must accept responsibility for what has occurred.

- **Key Activities**



Key activities are any activity that a company engages in with the primary goal of producing a profit. Operations, marketing, production, problem-solving, and administration are all examples of business activity. Camping services are among the key activities provided by Santuy Cafe. Every customer who visits Santuy Cafe can utilize the camping service, and all tent equipment is provided by our firm. Every customer who is interested in camping is welcome to enjoy the Santuy Café's service. Santuy Cafe will give all camping equipment to any interested customer without charging any fees. Next, Santuy Cafe will provide a location and equipment to any client interested in participating in BBQ activities. Customers who want to remain overnight or camp at Santuy Cafe will have to pay more to receive BBQ equipment as well as wet things to hold BBQ activities with their loved ones. This BBQ activity package is available to all customers who come for camping or a picnic.

Furthermore, we employ only high-quality components in our food and beverages. We genuinely care about how people perceive our food and prepare it with sincerity. This is

because we believe that cooking with sincerity will make people happy and make them feel sincere while eating. Furthermore, Santuy Cafe provides a very nice environment for all customers that visit. For example, every customer who visits this Santuy Cafe can eat and drink while splashing around in the river. We will make certain that every consumer lives in our neighborhood in a secure and comfortable manner. Santuy Cafe has also provided a space for large families to gather, as well as event management activities for team building. In addition, we give great customer service to increase client loyalty. We offer free Internet access so that it is convenient for families and customers who want to do their activities, and we want to make them feel as if our cafe is their second home.

- **Key Resources**



The term “Key Resources” refers to the most critical assets needed to make a business model succeed. These are the resources that enable a company to develop and offer a value proposition, enter markets, maintain connections with customer segments, and generate income. Consider the first four blocks while creating your Key Resources segment. Your resources must account for all accepted hypotheses thus far. If you don't have the means to give value, there is no value. Having said that, many resources will be evident and may not require much argument. However, major decisions, such as real estate acquisition, should be scrutinized.

Our cuisine ingredients and recipes, as well as distinctive recipes to impress people and make it their favorite cafe, are the major sources of Santuy Cafe. Every customer who comes can eat while playing in the river's water. This will delight every consumer who visits and will be recommended to other customers. Furthermore, Santuy Cafe employs good administration of arriving clients. Every employee at the Santuy Cafe has been trained to be a responsible and

efficient individual while carrying out the trust that has been placed in them. We believe that with competent management by all employees, every client would feel more at ease when visiting Santuy Cafe and will return to participate in numerous activities.

Our skilled, qualified, and trained personnel are also qualified partners. We consider them partners because we want to remember that our firm would not be able to function properly and efficiently without them. It can also motivate them to complete their tasks. In addition, we built our inside cafe with fun, attractive, and lovely themes that will entice guests to visit our nature-themed café. They can also take photos with their buddies at each point within the Santuy Cafe area. This also contributes to word-of-mouth marketing because they will tell their friends and relatives about their experiences at our cafe.

- **Key Partnerships**

A business partnership is formed when two commercial entities form an alliance, which may be a very loose relationship in which both entities retain their independence and are free to form additional partnerships or an exclusive contract in which the two companies are limited to only that one relationship. The following factors are very important to keep in mind when forming partnerships:

- i. **Right Partnership Agreements**

Whether you are forming a partnership with a company or an individual, it is critical that all parties involved have clear partnership agreements in place, as well as legal counsel.

- ii. **Defining Expectations**

Many times, new businesses fail to articulate their expectations from the start, resulting in a great deal of misunderstanding and disagreement later on. An entrepreneur must

guarantee that he has clearly expressed his expectations with his partner and vice versa from the start.

iii. Impact on your clients

When building a partnership, it is critical to assess your value offer and essential resources to ensure that your partner is covering any gaps in either. This can only be accomplished by assessing how the collaboration will impact the customer.

iv. Win-Win situation

There must be demonstrable gains on both ends for a collaboration to be healthy and durable.

An important partner is the relationship that exists between our company and the other parties who will assist us in carrying out the business strategy. This covers dealings with suppliers, manufacturers, and other such. This collaboration will assist us in areas where we are unable to do so on our own. Our collaboration includes material providers who will supply wet commodities such as poultry, vegetables, fish, and others. This food and beverage provider is critical because we need to provide clean and nutritious meals and beverages to every customer who visits Santuy Cafe. Next, it is critical to maintain relationships with our competitors in order to continue to raise public awareness of cafe design. This is due to the fact that it can provide complete comfort to clients who visit the cafe. As a result, collaboration with cafe designers has been carried out in order to attract consumers to Santuy Cafe. Furthermore, we have relationships with our investors, who assist us greatly in assisting us to continue to survive in the business market through café concern for survival. To illustrate, we cooperated with the state tourism center to welcome

every client to this Santuy Cafe with a variety of activities. As a result, each consumer can participate in events that have been planned with family, friends, and others.

- **Cost Structure**

The types and relative quantities of fixed and variable costs incurred by the business are referred to as the cost structure. Smaller units, such as a by-product, service, client, product line, division, or geographic region, might be used to convey the notion. If you use a cost-based pricing strategy, the cost structure is used to set prices. It also illustrates areas where expenditures can be lowered or at the very least better controlled. As a result, the cost structure is a management accounting concept with no financial accounting application.

The term “cost structure” refers to all expenditures and expenses incurred when our company is in operation. This is the final phase in the canvas of our company model and it is critical in determining whether to turn around or continue the process. In our cost structure, that element will be expenses are covers from sales marketing, development and maintenance and our beverages, ingredient cost, kitchen equipment, camping and BBQ equipment, uniform for staff and labor costs. Labor costs are the salary of our employees that we must pay each month. We need sales and marketing to spread the word about the Santuy Cafe brand and reach new markets. Although there are certain charges involved, we discovered a way to lessen them by utilizing online platforms.

3. CONCLUSION



Chill Out at Santuy Cafe prepared the business model canvas to understand the business process in the simplest and quickest way possible. It is critical to identify the key components of the business model. Key partnerships, key activities, key resources, customer segments, value

propositions, customer relationships, channels, cost structure, and revenue streams are the nine terms of the business model canvas.

The term “key partnership” refers to a third party in our company that is willing to assist and collaborate with us in order to invest in our business, such as our ingredients supplier, coffee manufacturer, cafe consultant, and cafe designer. The key activities are the main activities that we do in our business to make a profit, such as self-service fast and chill out, eating and swimming, camping and barbeque. Santuy Cafe used the business model canvas as a guideline to design the business strategy for the next plan and future changes. We can have an overall overview of the business process based on the business model canvas, and it is easily understood by the entire team and the investors.

If investors can easily understand the business process, the possibility that they will want to invest in our company increases. Overall, over the next four years, this business plan will assist Santuy Cafe in generating revenue. After four years in business, the Santuy Cafe company intends to expand its operations by opening more branches throughout the state on the peninsula for our target audience.



4. APPENDICES



Figure 3-6: Example of Santuy Café



5. REFERENCES

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