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UNIVERSITI
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MARA

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ENT530

PRINCIPLE OF ENTREPRENEURSHIP

GROUP ASSIGNMENT

BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

The Business Model Canvas (BMC) is a project strategy tool designed to quickly and easily discover and convey a business idea or concept. The business modal canvas is an essential tool for everyone who wants to start a business and achieve their objectives. The business modal canvas required young entrepreneurs to think critically to create a new business entity. This paper aims to show how business model canvas may be used to plan and forecast future actions.

Using all of the elements in the business model canvas, we recognized and comprehended nine blocks of the business modal canvas, which assisted ^{us} me in developing ^{our} my company's innovation. K-Cafe will be unique in terms of flavor, color, and look. We build our items inspired by Korean and Malaysian culture, and we decided to make them more marketable across all markets in Selangor. ✓

We produced a business model canvas for our items in particular facts and specifics throughout this complete report to picture our business nature. This report aids us in honing our analytical skills so that we can better plan and forecast. Finally, we believe that this research will assist us in the development of our project in ~~the~~ future. ✓

1.0 Company Background

K-Café was founded in 2015 when a group of five friends decided to open up a Korean-style café that inspired most from Korean drama. They saw the opportunities when Malaysian got hit with the Korean wave back then and grabbed the opportunities to make it as a business. Started with RM10 000 as capital to set up the company with all the members, they rent a small shop near Universiti Teknologi Mara Shah Alam as the starting point of their operation and now with a bigger and comfortable shop. Like other new businesses, they face many challenges, and the biggest one is a lack of customers due to other big rivals.

K-Café is not like the others café in the business. Most of their menus came from the ideas of one of their members. They created a menu that suits the local throat, and the menus helped the business boom. One of the well-known K-Café products is, Korean Stick Sandwich. Many of the customers were students, primarily from MSU and UiTM Shah Alam since the café is located near some local universities.

After a few years of business, the café increased in numbers sales from RM5,000 a month in 2015 to RM23,000 a month in 2021 since the café became one of the best spots for students and many peoples to came and kept ordering the same all-time favorite menu, Korean Stick Sandwich and this made the café well-known to local peoples and created a prominent big name in the arena.



Figure 1. Business location.

To make sure the business well-performed in long-term durations, our business decided to open up a shop located in a very strategic place. We pinned point this location as our main operation because it is the center of the leading local activities. There are many spiking businesses in that area, such as Kamdar, I-City, Family Mart, and any others government department. But the most valuable thing is that it is near one of the most prominent local universities in Shah Alam, University Teknologi Mara Shah Alam campus, and Universiti Selangor Shah Alam campus. This is an enormous contribution to our business in the long-term duration. The business hours is opened from **Sunday until Friday from (10 am – 10 pm) and off day on Tuesday.**

1.1 Company Information

Name of Business	: K-Café Food Services Sdn Bhd.
Business Address	: 17, Jalan Plumbum R7/R, Seksyen 7, 40000 Shah Alam, Selangor.
Correspondence Address	: 17, Jalan Plumbum R7/R, Seksyen 7, 40000 Shah Alam, Selangor.
Contact Number	: 014-8211313
Form of Business	: Partnership
Main activities/activities	: Selling coffees and any others pastries including sandwiches.

1.2 Problem Statement

It has been part of our lives as a cup of coffee needs to start afresh day each day since the coffee revolution. Every day, regardless of morning, evening, or even at night, a cup of coffee is required. Whatever kind of coffee you're having, wherever you are, whom you drink coffee with, and when you drink coffee. Coffee-drinkers worldwide eat coffee with various coffee beans in different brewing processes. Therefore, the taste and preferences differ since some may prefer a sweeter taste, some may like a spicier flavor, and some may favor a bitter taste.

But coffee quality or aroma is no longer the primary determinant in customer attraction. Many now choose coffee shops because of their atmosphere, and customers at a crowded local coffee shop are less likely to enjoy a cup of coffee. Today the coffee chains sell more than good coffee, an environment, and social positioning. As such, buyers may even select the 'latte revolution' from hundreds of coffee varieties, origins, brewing, and mixed methods, flavoring, packaging, social "content," and ambiance combinations. Therefore, the idea behind the development of these coffee stores emphasizes the quality of coffee and the atmosphere that attracts visitors.

Today, coffee shops in Malaysia tend to flourish and increase with international coffee chains, local coffee shops, or individual coffee shops. The coffee shops in Klang Valley now appear to grow to neighboring states like Penang and Perak. In Malaysia, therefore, the coffee sector is quite competitive.

In the food and beverage industry, quality of service plays a significant role. Excellent quality of service will make clients feel good and will lead to customers being revisited. Some coffee shops do not, however, provide consumers with a good quality of service. We, therefore, need to train our employees to become more mindful of their ethics of work.

Customers will return to a specific coffee shop if their order is 100 percent correct and accurate, with no errors committed during the ordering process. This is because baristas are well-trained and pay close attention to customer requests. However, most baristas nowadays are younger and largely part-timers or foreigners who lack adequate jobs. Some of them have inadequate English communication skills and a lack of awareness about their professional responsibilities. As a result, baristas take incorrect orders because they misinterpret or do not grasp what clients want. Customers will become irritated if the drink supplied is not what they ordered and will provide lousy feedback to the coffee shop.

1.3 SWOT Analysis

	K-CAFE	Richiamo coffee	Starbuck
Strengths	<ul style="list-style-type: none"> • High service culture ✓ • Quick and Motivated staff ✓ • Keep cost below competitors ✓ 	<ul style="list-style-type: none"> • Excellent reputation • Discount by using card membership • Quality product and Service 	<ul style="list-style-type: none"> • Good geographical location • Efficiency and reinvestment strategy • Employee treatment
Weakness	<ul style="list-style-type: none"> • High cost of rental ✓ • Difficult to estimate capital and profit ✓ • No marketing expertise ✓ 	<ul style="list-style-type: none"> • Facing competition from several established brands • Staff need more training • Less market data 	<ul style="list-style-type: none"> • Expensive price • A lack of overly unique products • Insufficient advertising
Opportunities	<ul style="list-style-type: none"> • Customer loyalty • Growing market ✓ • Mouth-to-mouth marketing ✓ 	<ul style="list-style-type: none"> • Custom drinks is currently trending • Increase product line • Advertisement to build brand awareness 	<ul style="list-style-type: none"> • Global expansion • Introducing new products and co-branding
Threats	<ul style="list-style-type: none"> • The fluctuating price of supplies ✓ • Strong competition from other business ✓ • Difficult to maintain cash flow 	<ul style="list-style-type: none"> • The low price of competitors • Difficult to maintain cash flow • Costly supplier 	<ul style="list-style-type: none"> • Fierce competition from cheaper alternatives • Imitation product by both new and old rivals

Table 1: SWOT Analysis

1.4 Opportunity Recognition

Entrepreneurs can use opportunity recognition to explore potential ways to start new firms based on identified opportunities. Recognizing opportunities should enable entrepreneurs to create novel and improved ways to provide goods and services that meet consumer wants while also recognizing potential market opportunities. This is how our products can address the issue stated in the issue statement. It is also the ability to develop, flourish, and evolve with the present business. ✓

Our products mainly from a local supplier, from the flour and to many other pastry's ingredients. And what is unique in our coffees is, we freshly brewed the coffee upon the business opened to customers in the morning. And that makes an aromatic fragrance all over the place in the shop that peoples love so much. Our coffee bean is specially imported from Argentina and Indonesia because of its well-known fragrance beans and particular taste.

Since healthy food is trendy in Malaysian, our café introduced some healthy sandwiches that would make the customers buy it for sure. With lettuces, tomatoes, and many others green ingredients that good for our bodies. But for some people, they love to have fillings in their sandwiches just like a sub, so our store added a menu that especially for tuna lovers. So that would make a balanced demand for our store.

The most crucial element in our business is, we created an environment that would be Instagram-worthy. Many young people came to a coffee shop just to hang out and for their social media content. So we planned an interior design for that concept, and it directly attracted many young people, especially from nearby universities, to visit our shop. ✓

1.5 Purpose of Business Model Canvas Preparation

Alexander Osterwalder's business model canvas has been a tremendous assistance in recognizing a business concept in a straightforward, orderly manner. Using this canvas will provide insights into the clients you represent, what value concepts are being offered across which platforms, and whether or not the company is profitable. By establishing my Business Model Canvas, we will depict strategic management and the lean startup pattern to develop new business models or document existing ones. It is a visual chart that illustrates difficulties related to a company's or product's value proposition, facilities, clients, and money.

2.0 Business Proposal

2.1 Business Model Canvas

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
Delivery Services <ul style="list-style-type: none"> • Grab Food • Food Panda • Halo Ambassador <ul style="list-style-type: none"> • Asad Mowtawh • Sean Lee Halal Certificate ✓ Suruhanjaya Syarikat malaysia ✓	<ul style="list-style-type: none"> • Advertising • Sales ✓ promotion • Publicity KEY RESOURCES <ul style="list-style-type: none"> • Raw materials supplier • Utensils & equipment 	<ul style="list-style-type: none"> • Bring Korean culture inside Malaysian taste. ✓ • Provide best design in menus presentations. ✓ • Provide best cooking ✓ result and craving feeling to customer. 	<ul style="list-style-type: none"> • Customer feedback ✓ • Social Media Review ✓ • Redeem card ✓ CHANNELS Direct sales channel: <ul style="list-style-type: none"> • Restaurants. • Delivery Service • Drive-thru ✓ Customer touchpoint: <ul style="list-style-type: none"> • Social Media • TV Advertisement • Website • Billboard ✓ 	<ul style="list-style-type: none"> • Coffee lover ✓ • Career people ✓ • University Student ✓ • Korean Fans ✓
COST STRUCTURE <ul style="list-style-type: none"> • Raw materials cost • Labor ✓ cost • Marketing cost • Rental • Utilities • Utensils ✓ & equipment cost 		REVENUE STREAMS Revenue: ✓ <ul style="list-style-type: none"> • Sale of product Payment: <ul style="list-style-type: none"> • ✓ Cash • E-Wallet • Debit Card • Credit Card • Online Banking 		

very good

Table 2: Business Model Canvas for K-Café

2.2 Details of Business Model Canvas

Customer Segmentations

Market Categories	Market Area	Target Market	Profile	
			Demographics	Psychographic
People	Shah Alam	<ul style="list-style-type: none"> - Coffee lover - Career people - University Student - Korean Fans 	Ages from 40 above	<ul style="list-style-type: none"> - People who like Korean vibes - Friends gathering - Business meetings - People who like coffee

Table 3: Market Segments

Our main targets are people who is coffee lover, career people, University students and staff, and Korean fans. Usually, people who love coffee will find a lot of cafés that serves coffee so they can taste them. They perhaps spent hundreds of bucks a month's just for coffee and drinks. For example, Dalgona Coffee is one of the viral coffee sales in lot of places. We would like to introduce our menu presentations especially to all coffee lover out there to try out our coffee that available in our café. Next, the approach is expecting to career people. For instance, people who are busy with work that don't have time to have their meals so they can stop by to bought something and fuel up their energy. Furthermore, those who are working that have to meet their client can have a meeting in our café so they can have a light meal and create a casual working environment.

Next, we are targeting for students and University channels. By our perceptions, we saw most of the fast-food restaurant, convenience store nearby, and cafés are attends by students. This is because some of them came to place like this to study and finishing assignment with their colleagues. We are welcome them all to come to our café. Finally, the main prospect is to all Korean fans. Nowadays, Korean entertainment had become more popular since lot of K-drama were release in Malaysia. They grow their fan based even more since their music industry making a comeback with lot of powerful music quality such as BTS, Blackpink, Twice, and the latest new band group name Weekly. We are providing environment like Korean culture so they can appreciate the vibes.

Value Propositions

Korean café is one of the unique cafés that adapting with Malaysian taste by also brought in Korean culture. By far, we saw how Korean people are living their live with healthy daily diet. Our menus are listing some of the healthy intakes. For instance, we truly welcoming our customers to having breakfast at our café. Some of the menu such as Gilgeori Toast or Korean street toast. The ingredient including eggs, cabbages, and breads will provides lower calories, low fat, and rich with calcium. It is very suitable for morning intake. Not forgotten to our special recipe of making coffee. Our coffee's is one of the best in town. Calculating to the amount of ingredient and fresh brew that makes our coffee different from other coffees in Malaysia.

Furthermore, we also want to present to our customer with everything that brings them curiosity by putting best appearances in our menus. The first impression of our customer is one of the keys to attract them accepting our products. We are promising the best design in terms of our café appearances and the menus itself. Sometimes, the good appearances are more accepted than bad appearances with good quality. People would expect something beautiful and stunning presentations, so they feel worth paying for them. We also promise to bring best chef that full of knowledge about Korean food culture to serve for our customers out there.

Distribution Channel

A distribution channel is a chain of businesses or intermediaries through which a good or service passes until it reaches the final buyer or the end consumer. K-Café has many ways of reaching the final customer. Our Café use two approaches in distribution channel which is direct sales and customer touchpoint.

Direct sales are an effective way to advertise our product and communicate directly to our customer. The type of direct sales that K-Café apply is by distributes our product through the restaurant, delivery service and drive-thru. By distributes our product through the restaurant is where we serve our product face to face with the customer itself. The delivery service is where our customer orders our product through online and we deliver the order to the customer place. Customers sometimes prefer their meal served in the privacy of their own home. You can service a larger group of consumers by offering delivery. This will gain more business

opportunities. Drive-thru is a service that K-Café provided to our customer to purchase our product without leaving the vehicle. Drive-thru ordering systems enable restaurants to serve more customers than their dining rooms can accommodate at any given moment.

Next is customer touchpoint, it is a way to attract the potential customer to purchase your product. It's also can make everyone to know your brand. The type of customer touchpoint that we use in our business is Social Media, TV Advertisement, Website, and Billboard. Social media allows us to promote our new release product and connect with our customer better. Businesses may view complaints on such platforms and reassure our customer that their issues will be addressed. The campaign that we are going to promote such as 5% of customer payment will be donate to Palestine are will be on TV Advertisement. This will show that K-Café is concern about the current issue and will eventually attract more customer. The Website is for the customer to know about our company background and the details of our product. And the last one is Billboard, customers may only be exposed to a brand or service once or twice as a result of other kinds of advertising, while billboards result in repeated exposure as people pass by. Although the message is shorter than it would be in other ad formats, it is more likely to stick in people's thoughts because it will constantly be there no matter what time of day they pass.

Customer Relationship

Customer Relationship described the terms on how the business can reach and connect with their customer. We are always approach our customer to keep in touch with our products by providing the platforms to give feedbacks on us after buying our products. If the customers are self-buying for instance, direct in our Cafe, then they can review our product and customer services in our feedback cards that we provide at Café. Everyone comes with different expectations. So, by collecting their feedbacks, we can improve our products and menu according to our customer preferences. We also can understand about the culture of the places by reviewing their feedbacks.

What about the online services? We do use online segmentations where our customer can reach us with only visiting our official websites and our social medias such as Instagram, Facebook, and Twitter. This platform is the most crucial part where we need to have strong mentality. We don't insist to receive criticism by our customer if our products our not satisfy enough to be serve. This is not the bad things as we can also improves and learn on our

mistake so we can create better results. On top of that, we are providing the coupon card so every time the customer buys products from us such as coffee or and beverages in our café, they can collect the points and redeem a gift from us. By using this approach, we can build a trust to customer and also loyalty so every time they come to us, they would understand what actually meaning or real things that we want to present to our customers.

Revenue Stream

Revenue streams are the various sources from which a business earns money from the sale of goods or the provision of services. The main revenue that we get on our business is from product sales. Sales day to day is important in order to maintain the profit of K-Café. We are accepting many kinds of payment which is Cash, E-Wallet, Debit Card, Credit Card and Online Banking. Cash is a traditional ways on business transaction. For the customer who want to go cashless, our café is accept E-Wallet, Debit Card, and Credit Card. Actually it is more convenience and efficient by go cashless. It's very safe from any theft since the money goes straight to the bank account, instead of cash that keep in the counter. There's also less chance for accidental error and don't miscounting. For the customer that order our product through food delivery, the platform that we use is Online Banking. This is because the customer is at their home or office. With all these services, K-Café can improve the revenue stream and get the opportunities to go bigger.

Key Activities

In summary, key activities are one of the nine blocks of the business modal canvas. It is critical to the success of our company concept. Sales and production were the key activities that we employed. The following are the

Production Planning

$$\text{Output per month} = \frac{\text{Average Monthly Sales}}{\text{Average Price}}$$

Average monthly sales = RM64,327.00

Average price = RM6.90

Number output per month = 9,322.75 units per month

$$\text{Output per day} = \frac{\text{Output per month}}{\text{Working-days in a month}}$$

Number of outputs per month = 8,064.06

Working days per months = 26 days

Output per day = 310.16 units per day

- Advertising

Types	Features	Cost (RM)	Frequency Period
Flyers	Size: A5 (14.8 X 21 cm)	RM70	Monthly
Bunting	Size: 0.8m X 1.8m	RM36 X 4 = RM86	Periodically

Table 4: Types of Advertising Tools

- Sales Promotion

We also promote sales during public holidays and festivals. For example, we have a school holiday offer or a Merdeka celebration sale. We are introducing a happy hour to promote sales.

Happy hour runs from 8 p.m. to 10 p.m., with a 10% discount. Furthermore, we provide a birthday special in which individuals who celebrate their birthday on that day will and shows their MyKad as proof to receive complimentary coffee.

- Publicity

We promote our product on social media platforms such as Twitter, Instagram, and Facebook to ensure that clients are aware of and knowledgeable about our new update on product and café menu. We also print business cards for all of our managers so that our clients may contact us if they have any questions.

Key Resources

Key resources are the resources that are necessary in order to maintain and support the business. K-Café's key resources are raw materials suppliers, as well as utensils and equipment supplier.

NO.	Raw Materials	Supplier	Amount Required/Month
1.	Coffee Ground	Giant Grocer	100 kg
2.	Tea Ground	Giant Grocer	80 kg
3.	Chocolate	Giant Grocer	80 kg
4.	Matcha	Giant Grocer	40 kg
5.	Full Cream Milk	Giant Grocer	140 litres
6.	Low Fat Milk	Giant Grocer	20 litres
7.	Almond Milk	Giant Grocer	30 litres
8.	Soy Milk	Giant Grocer	10 litres
9.	Sugar	Giant Grocer	200 kg
10.	Salt	Giant Grocer	10 kg
11.	Unsalted Butter	Giant Grocer	50 kg
12.	Flour	Giant Grocer	100 kg
13.	Egg	Giant Grocer	600 eggs
14.	Canned Tuna	Giant Grocer	150 cans
15.	Mayonnaise	Giant Grocer	60 litres
16.	Salad	Giant Grocer	30 kg
17.	Heavy Full Cream	Giant Grocer	200 litres
18.	Cheese	Giant Grocer	20 kg
19.	Black Pepper	Giant Grocer	5 kg

Table 5: List of Raw Materials Required Monthly (estimated)

No.	Equipment	Supplier	Units
1.	Stand Mixer	Giant Grocer	2 units
2.	Gloves	Giant Grocer	10 units
3.	Tables Utensils	IKEA	100 units
4.	Dining tables set	IKEA	15 units
5.	Built-in Oven	The Baker	1 unit
6.	Microwave	Panasonic	2 units
7.	Coffee Machines	Gemilai	2 units
8.	Blenders	Philips	3 units
9.	Freezer	SHARP	1 unit
10.	Chiller Cake Display	The Greensteel	1 unit
11.	Air-Conditioner	Daikin	5 unit
12.	Cash register	Casio	1 unit
13.	Kitchen Faucet Sets	IKEA	2 units
14.	Knife Set	IKEA	1 unit
15.	Stove	Giant Grocer	1 unit
16.	Cooking Pot	Giant Grocer	1 unit
17.	Cooking Pan	Giant Grocer	1 unit
18.	Kitchen Utensils	IKEA	2 units
19.	Apron	IKEA	10 units
20.	Straw	Giant Grocer	2000 units
21.	Cups	Giant Grocer	1800 units
22.	Wrapping	Giant Grocer	80 units



Table 6: List of Machines and Equipment Required Monthly

Key Partners

Key Partners is a person who cooperate to our business progressions. We are decided to collaborate with some of the delivery companies such as Food Panda, Grab Food, and Halo to contribute with us delivering customers' orders. Since the pandemic spread across the country, people start to adapt with the new norms which is social distancing and stay at home. By having them as our key partners, we can serve more customer by just Online orders. In additions, Malaysia has increased the circle of delivery connections whereby nowadays, majority of the places can be reach by the riders and delivery company. Plus, our café is near with residential area, UiTM college, MSU College and several places like mall and shops. So, it is easy to the riders to reach deliver their orders. We are slowly to gain recognitions by customer by become one of the easiest cafés to be reach in anytime.

Next, by gaining more attention to our customers, we planned to collaborate with some well-known people or celebrities to become our ambassador which is Sean Lee and Asad Mowtawh. They have so many followers in their social media accounts that can give us potential to be reach and known by lots of people. They are currently reliable influencers that influent people to do something interesting and trendy activities. They also can review our products with positive feedbacks so people would attract to come at our cafes.

Halal certificate is one of the most important things to our cafes. This is because majority of Malaysian is Muslim. Muslim are cared about their food whether it is able and safe to eat or not. For instance, we are not serving alcohol in our cafes to make sure our food is able to eat by all Muslim and Non-Muslim and following the Syariah Compliant. Halal certification is a process designed to ensure the characteristics and quality of the products by with the rules laid down by the Islamic Council allowing the use of the Halal mark. So, by having the Halal logo in our café, customer will not be feeling apprehensive to come to our cafes.

Lastly, SSM's major goal is to encourage people to start businesses and register them, as well as to provide information to the public regarding corporations and businesses. The commission has introduced SSM e-Info plans to help people find information on enterprises and businesses on its website. By registering with SSM, our menu product will become more widely known, thereby increasing customer confidence in our product.

Cost Structure

Raw Materials	Quantity	Cost/unit (RM)	Total Cost (RM)
Coffee Ground	40 kg	100	4000
Tea Ground	30 kg	44	1320
Cocoa Powder	40 kg	20	800
Matcha	15 kg	50	750
Full Cream Milk	60 litres	5	300
Low Fat Milk	20 litres	4	80
Almond Milk	30 litres	6	180
Soy Milk	10 litres	2	20
Sugar	100 kg	4	400
Salt	1 kg	1.5	1.5
Unsalted Butter	50 kg	17	850
Flour	100 kg	3	300
Egg	600 eggs	0.3	180
Canned Tuna	150 cans	3	450
Mayonnaise	60 litres	12	720
Salad	20 kg	3	60
Heavy Cream	30 litres	15	450
Cheese	5 kg	30	150
Black Pepper	1 kg	18	18
TOTAL			11,029.50



very good

Table 7: Monthly Raw Materials Purchase Forecast

Table 7 is an example of a 1-month preparation of food cost growth. A better planning is crucial to ensure there is no loss occurred that may cause profit deficit. Table 8 shows the list of machines and equipment needed in this business and Table 9 shows the labor planning schedule for K-Café's staff that will help smoothen this business. Table 10 states the estimated K-Café's monthly bills.

Equipment	Units	Cost/unit (RM)	Total Cost (RM)
Stand Mixer	2 units	279	558
Gloves	10 units	4	40
Tables Utensils	50 units	8.50	425
Dining tables set	15 units	157	2355
Built-in Oven	1 unit	749	749
Microwave	2 units	219	438
Coffee Machines	2 units	648	1296
Blenders	3 units	565	1695
Freezer	1 unit	800	800
Chiller Cake Display	1 unit	1750	1750
Air-Conditioner	5 unit	2500	12,500
Cash register	1 unit	550	550
Kitchen Faucet Sets	2 units	185	370
Knife Set	1 unit	99	99
Stove	1 unit	428	428
Cooking Pot	1 unit	199	199
Cooking Pan	1 unit	59	59
Kitchen Utensils	2 units	51	102
Apron	10 units	18	180
TOTAL			24,593.00



Table 8: List of Machines and Equipment Requisition Planning Schedule

No.	Position	No. of Staff	Salary/month (RM)	EPF (11%) (RM)	SOCSSO (3%) (RM)	Total (RM)
1.	Assistant Manager	1	RM2000	RM220	RM60	RM2280
2.	Staffs	4	RM4800	RM528	RM144	RM5472
TOTAL						RM7752.00



Table 9: Direct Labor Planning Schedule

Utilities	Cost/month (RM)
Rental	1,500
Electric Bills	450
Water Bills	40
Internet Bills	150
TOTAL	2,140

Table 10: Estimated Monthly Utilities & Bills



3.0 CONCLUSION

To sum up everything that has been stated so far, Business Model Canvas (BMC) assists many new entrepreneurs in effectively managing their businesses. After finishing the business model canvas, the process of establishing a firm and preparing a genuine business plan becomes more systematic, clear, and seamless in the future. We can go into further depth regarding the importance of nine blocks in our business. As a result, the potential of this product gained public acceptance among Malaysians, particularly Malays. Our primary goal is to increase customer satisfaction with Korean cuisine and reintroduce this product innovation. So, we hope our business K-café concept piques customer interest.

We hope that this idea of improving and innovating Korean food products with the intention of upgrading and rebranding Korea cuisine will be seen as a good move for all Malaysians to ensure that Korean food is also suitable for the public, particularly the Malay community in Malaysia, as foreigners receive Malaysia food. We are deeply committed to making both new and K-Café coffee concept relevant to the Malaysian population. However, our objective is to create products that are in line with developing trends and will survive for the next ten years. We will give full commitment and effort, which we feel it will result in a successful outcome for our business in Halal ways.

APPENDICES



Figure 2: Dalgona coffee will be the given to individuals who celebrate their birthday.



Figure 3: Gilgeori Sandwich, our famous menu.



Figure 4: Special brewed Black Coffee.

