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PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

GROUP ASSIGNMENT: CASE STUDY

COMPANY ANALYSIS: TFF CAFÉ



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## EXECUTIVE SUMMARY

Despite severe hurdles and significant risks, many businesses continue to operate following the protracted Covid-19 outbreak. This investigates how the theories taught in this subject area can be applied in real-world problems using Business Model Canvas (BMC). In this case study, we took advantage of the chance to do research about a cafe in Kangar, Perlis, which is TFF Cafe. This cafe has been operating for more than 7 years. They serve a variety of food and beverages. However, there is also some negative feedback that we have found regarding this cafe. Three main problems that this cafe faced are the beverages are too sweet, the prices are a little pricey and the service is quite slow.

In this case study, we could see the findings and results that needed to be highlighted. TFF Cafe received a lot of negative feedback from customers who were dissatisfied with their goods after selling a variety of beverages to them. According to several reviewers, the drinks are too sweet, the price range is quite high and the service by the barista is slow. From their comments on their social media, a lot of customers requested them to lessen the sweetness in their beverages. On the other hand, the price of the beverages is quite expensive. There are other cafes around Kangar that sell beverages at a more affordable price. Apart from that, TFF Cafe gives a slow service because it lacks baristas. If this continues to happen, it may have an impact on the company's revenue and sales. Since TFF sells a lot of beverages, they should have a good trainer or professional worker as a barista to produce the best beverages. This makes the cafe appear less appealing to customers.

Therefore, several recommendations are offered to solve the cafe-related issue. The most important issue is that TFF Cafe should provide customers with the level of sweetness they prefer on its cafe menu. In addition, this café should conduct some surveys to ensure that its prices are not so differ from those other cafes. They should make it better because it can attract more people to visit the cafe and gladly enjoy such beverages. To provide customers with the best beverage in town, TFF Cafe must also provide training for their baristas and other employees. They can then produce more flavorful, distinctive, and superior beverages.

# **1. INTRODUCTION**

## **1.1 Background of The Study**

The Principles of Entrepreneurship course, or ENT530 as it is often known, gives students direction and exposure to the business world. In this course, students must complete a case study with a Small and Medium-sized Enterprises (SME) business or organization. Students are needed to investigate any business or corporation on the internet for this case study in order to learn details about the company they select to profile in their case study report. Then, using the Business Model Canvas, students will examine the company and locate any flaws or problems that have arisen.

A business tool that helps in understanding a company's business model is the Business Model Canvas (BMC). Students must examine the issue and compile a list of potential solutions. Our group selected TFF Cafe, a Malaysian aesthetic café in Kangar, Perlis, for this case study. While improving the quality of local brand products to fulfill consumer demand in Malaysia and around the world, this study will also encourage consumer awareness of the importance of encouraging local businesses by putting the theory and practices learnt into action. In addition, being experienced entrepreneurs, we can enhance the achievement of the company's target and objectives after researching into the problems and concerns the business confronts.

## **1.2 Purpose of The Study**

The case study's objective is to provide more information about the company's goods and services. Furthermore, it provides a chance to understand the business operations of the company. Using the information provided, students can determine and evaluate what the business requires in order to develop a solution. We want to learn about TFF Café because we want to look at their planning, marketing, and structure of the business by using BMC. This is to ensure that BMC can assist in resolving the issue.

Additionally, students can learn how to use the Business Model Canvas (BMC) to gain more understanding of business models. It is a visual graphic that can assist us in answering questions concerning our new company activity. Finally, students can use the knowledge they have gained from their education in current and upcoming business issues. It might inspire them to think creatively more and support their technology company entrepreneurship. As a result, students can come up with fresh ideas for the company to address the company's difficulties.

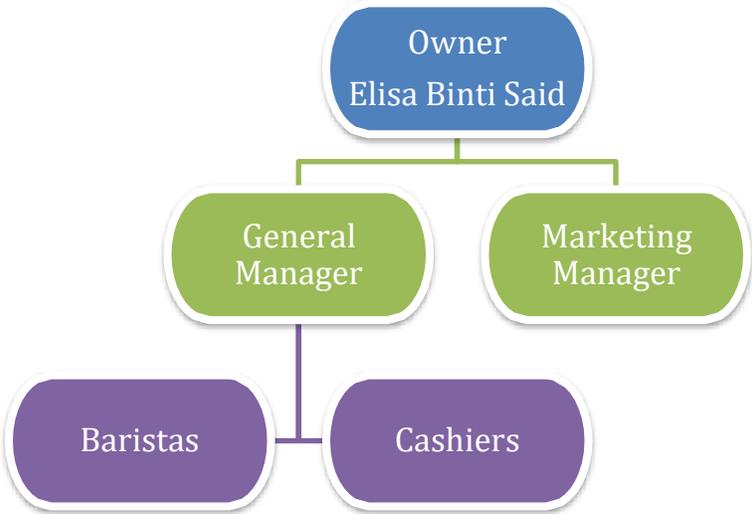
**2. COMPANY INFORMATION**

**2.1 Company Background**

TFF Cafe is a cafe that offers a wide selection of meals, desserts, and beverages. TFF was known as TheFROZENfood before. TheFROZENfood was first established in January 2015. The company has upgraded its services and launched a café called Thefrozenfood café after two years of operation. Then, on March 28, 2017, they announced an agreement to change the name of the cafe to TFF Cafe. This cafe offers a selection of drinks and pastries. For RM100 a month, it also rents out some of its space to some sellers who are interested in promoting their goods. We may now purchase a range of well-known delicacies that are ready to eat, including cakes, cookies, chips, pastries, and traditional "kuih-muih" thanks to the many local vendors that now rent the space.

TFF Cafe has become the largest food vendor in Perlis. It is located in Kangar, Perlis. This two-floored cafe is very strategic since it is located in a city. This cafe is open daily from 11 a.m. till 10 p.m. Customers have the option of dining in or taking a take-away. TFF Cafe offers customers a welcoming environment to eat. Additionally, customers can now order drinks through GrabFood and FoodPanda. They also have some social media platforms for marketing and updates on their business such as Facebook and Instagram.

**2.2 Organizational Structure**



*Table 1: Organizational Structure of TFF Cafe*

## **2.3 Products/Services**

### **2.3.1 Products**

TFF Cafe has been in the market for almost 8 years and is also known as one of the famous cafes in Kangar, Perlis. To keep align with their cafe name, they serve a wide variety of drinks for coffee lovers and dessert lovers. They also open opportunities for the vendor to put their ready-to-eat foods. Not only that, TFF Cafe also provides online service via Foodpanda and Grabfood.

To keep align with their cafe name which brought the meaning of THE FROZEN FOOD or well-known as TFF, it serves a wide and variety range of drinks for coffee and dessert lovers. Every café has their best-selling, or we called it as signature drinks, they sell variety of beverages rather than coffee such as mango milkshake and strawberry milkshake for coffee series, TFF Café have Chocolate Chip Milkshake, Latte Gula Melaka and Vanilla KitKat Milkshake as their best-selling beverages that their customer will bring back home, this situation shows that their cafe doesn't have specific targeted customer because they don't specify selections of drinks. Besides that, they have pastries such as Dark Chocolate Fudge Brownies, Macaroons and many more choices, because as a vendor they sell other people's products too in their café. This cafe always follows up with their customers' cravings by updating their menu.

### **2.3.2 Services**

For customers and visitors that come to their cafe, take note that TFF cafe is a vendor cafe which needs them to take self-service actions. Just like when they enter the front door of the cafe, they will see sections of food, beverages which will ease them to choose their wanted drinks and food. After they have made a decision on what to buy, they can go straight away to the cashier to make a payment and do not have to wait for the food to be served. If they order beverages that need time to be served then, they have to wait for a minute. In coincidence, to ease their customers that don't have the ability to move around, they provide online service by selling their products on Grabfood and Foodpanda just with a click a tummy will be satisfied in time. TFF also provides a variety of payment methods like QR Pay, Grab pay & cash.

## **2.4 Business, Marketing, Operational Strategy**

### **2.4.1 Business Strategy**

TTF Cafe is an aesthetic cafe known for its wide variety of high-quality beverages. With a clear vision and mission, the cafe strives to create an exceptional customer experience by offering top-notch products. This business also has its vision and mission. For the vision is to captivate customers with its diverse range of coffee and soft drinks in an easy way. By curating an ambiance that appeals to customers' senses, the cafe aims to create a lasting impression and forge a deep connection with its customers. The mission of the cafe is to fulfill customer demands by delivering high-quality products. This commitment to quality and affordability is at the core of the cafe's operations.

This business is good at customer retention to build customer loyalty, TTF Cafe employs various strategies. One approach is offering discounts and gifts to customers, ensuring they feel valued and appreciated. By maintaining a strong relationship with customers, the cafe encourages repeat visits and word-of-mouth referrals. Additionally, the cafe prioritizes providing excellent and friendly customer service, ensuring that customers feel welcome and attended to during their visits. Leveraging social media platforms allow the cafe to stay connected with customers and engage with them beyond the physical space.

Other than that, they also provided a delivery service using the delivery platform such as GrabFood and FoodPanda. Customers can order their favorite drinks just at their fingertips. They also accept the walk in customers and those who want to dine in. TFF offers a nice space for customers to dine in and has a comfortable waiting area for those who want to take it away.

### **2.4.2 Marketing Strategy**

A marketing strategy is a long-term plan for accomplishing a business' objectives through an understanding of client needs and the development of a distinct and long-lasting competitive advantage.

TFF is a cafe that sells a variety of beverages and pastries. From coffee choices to ice blended drinks, cold and hot drinks, this cafe also sells cakes, desserts, and pastries. The food and drinks come at various prices starting from RM 5. In order to attract the crowd, they make sure that their media social accounts such as Facebook, Instagram and Tiktok are always active and full of daily updates. Also, they market their product through social media advertisements like

at Facebook and Instagram. It will make people more aware of their products' existence. Other than focusing on social media, they also hire a few influencers on social media to do a food review.

On the other hand, TFF also rents their space for some famous cooks from Perlis. Therefore, it has become the biggest vendor in Perlis. This is also the best strategy because people who rent the space can also promote their products in the cafe.

### **2.4.3 Operational Strategy**

An organization's system for achieving its long-term objectives and mission is referred to as its operations strategy. It involves making decisions based on a variety of variables, including product management, supply chain management, inventory, forecasting, scheduling, quality, and planning and management of facilities. Operational strategy is important in business. It will make the process flow smoothly.

Operational strategy is also crucial in business because it will make sure that all resources have been allocated correctly and can be used for its competitive advantage. For example, in TFF Cafe, raw materials like coffee beans, they implement FIFO method. FIFO method is an inventory method that assumes the first purchase of goods will be the first goods sold.

## **2.5 Financial Achievements**

A financial achievement is a company's ability to use resources from its primary mode of operation to generate income is subjectively rated. The TFF Cafe generates RM2000 in revenue per staff, meaning that this business has generated roughly RM6500 per month for selling their product to their customers. However, they had to overcome many obstacles and difficulties to reach the company's targets and goals.

However, they had to overcome many obstacles and difficulties to reach the company's targets and goals. But they usually handle the issue professionally and have skilled employees. They must stay out of debt and cut costs to increase the company's income since every Ringgit Malaysia save may be used toward growing it. This is necessary for the company to perform well financially.

### 3. COMPANY ANALYSIS

#### 3.1 Business Model Canvas (BMC)

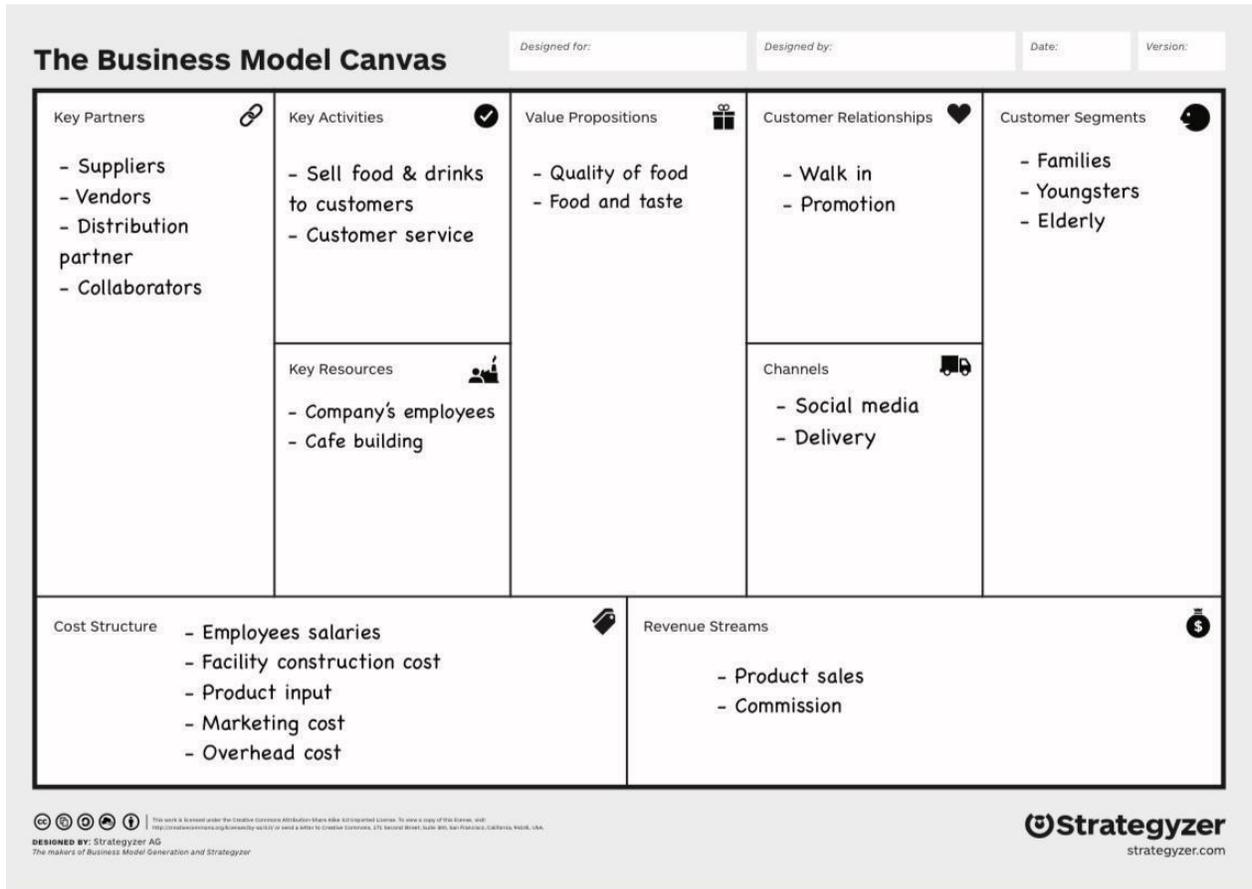


Table 2: Business Model Canvas of TFF Cafe

#### 3.1.1 Customer

##### Families

The menus they provided were also suitable for the family. They put all range of age to try their products. TFF Cafe caters to families by providing menus that are suitable for all age groups. They understand the diverse preferences within families and offer a range of food options that appeal to both children and adults. By accommodating different age ranges, TFF Cafe aims to create a family-friendly dining environment.

##### Youngsters

TFF Cafe recognizes that the younger generation tends to prefer coffee as their beverage of choice. To meet their preferences, TFF Cafe focuses on offering a variety of coffee options. They

may have a selection of different coffee blends, flavors, and specialty drinks to cater to the tastes of young customers.

### Elderly

The document does not provide specific information about how TFF Cafe caters to the elderly customer segment. It might be helpful to gather more details or elaborate on how the cafe addresses the needs or preferences of elderly customers.

### **3.1.2 Value Proposition**

#### Quality of food

TFF Cafe makes sure that the quality of their food is not compromised in any manner in any vendor and cafes in Perlis. All the raw material goes through thorough quality checks. The food is always clean and fresh and prepared from scratch by the cooks in the kitchen and other suppliers that TFF Cafe trusted.

#### Food and taste

TFF Cafe contains a lot of flavors of beverages from coffee to frappe drinks such as Mango Yogurt Smoothie, Red Velvet Smoothie, Vanilla KitKat Milkshake, Caramel Macchiato Frappe, and others. The drinks have flavors such as Smoothie, Sparkle, Latte and Macchiato. The customer can try a lot of flavors especially their signature ice cream which is Apong Asli. They have different types of products with different tastes from desserts like cakes, cookies and many more.

### **3.1.3 Channels**

#### Social media (Instagram and Facebook)

In order to connect with their customers, they also use social media. They have been promoting their product on social media for a long time. Social media is now frequently updated and utilized, making it the perfect platform for business promotion.

They made the decision to reach out to their clients through this channel because today's society is more focused on technology. Customers can keep up to date on new menu items and seasonal products by following @tffcafe on Instagram and TFF Cafe on Facebook.

These social media accounts will receive updates from TFF Cafe on their premium meals and products, including information about their design, cost, promotion, new product launches and similar things.

### Delivery

TFF Cafe collaborates with FoodPanda to deliver their products to the customers. Other than that the customer also can get their products by walking into their Cafe.

### **3.1.4 Customer Relationship**

#### Walk in

Other than delivery, the cafe also accepts walk-in customers. Walk-in customers can get real time communication with the worker and experience the cafe environment itself. Customers also can take their time to choose their desired beverages.

#### Promotion

In order to attract new customers, promotion is one of the business strategies to make sure that their products are still relevant in the market. For example, recently, TFF Cafe promoted their beverages for SPM students who live nearby. A student just needs to show their SPM result or just show the identification card to them to make them entitled for the promotion. For this promotion, a customer can get two cups per person for only RM 12 per cup. Other promotional activities are on every Friday, the customer can enjoy their coffee drink only for RM 5 starting from 1 pm to 3 pm.

### **3.1.5 Revenue Streams**

#### Product sales

The main source of the cafe's revenue is the beverages sales itself.

#### Commissions

Other than selling beverages, TFF Cafe also became one of the places that local food sellers put their food at. Foods such as desserts, ready to eat food and more able to attract the customers other than the beverages. Following that, the cafe takes commissions from the vendors every month and is able to generate the profit.

### **3.1.6 Key Resources**

#### Company's employees

The most important asset of this business is their employees. They have five staff, which consists of three full time and two part time. This business takes one of the most important resources for their staff is comprehensive training and development programs. These initiatives should cover various aspects, including coffee preparation techniques, customer service, menu knowledge, hygiene and safety protocols, and effective communication skills.

They also recognize and rewarding employees for their hard work and contributions is essential for boosting morale and retaining top talent. TTF Cafe also implements staff recognition and incentive programs to acknowledge outstanding performance and motivate employees to excel. This can include monthly or quarterly awards, performance based bonuses, staff of the month programs, or career development opportunities and by valuing and investing in their employees, companies create a positive work culture and foster loyalty among the workforces.

#### Cafe building

To streamline operations and enhance the staff's productivity, TTF Cafe also invests in appropriate technology and equipment. This includes point-of-sale (POS) systems, coffee machines, grinders, blenders, and other tools that enable staff to perform their tasks efficiently and access to quality equipment not only improves the speed and accuracy of service but also minimizes employee frustration and fatigue.

They also create an inviting and comfortable ambiance that is essential for their cafe. Their physical space is aesthetically pleasing, with adequate seating arrangements, lighting, and decor that aligns with the cafe's theme or concept. Additionally, they also provide a warm and cozy environment that will encourage customers to spend more time, leading to increased sales and customer satisfaction.

#### **3.1.7 Key Activities**

##### Sell foods and drinks to customers.

TFF Cafe efficiently sourcing high-quality ingredients is vital for delivering exceptional food and drinks. The product should establish relationships with reliable suppliers to ensure a consistent supply of fresh ingredients. Proper inventory management is also crucial to avoid wastage and minimize costs. This includes implementing systems to track ingredient quantities, expiration dates, and replenishment schedules.

This business also stated that they are always honest while dealing with customers and making the finest coffee possible. The key activities are mostly related to coffee and tea serving.

Not only serves drinks, but also serves non-coffee products like blackcurrant and other fruits based.

### Customer service

To ensure customer satisfaction and loyalty, there are several key activities that TTF Cafe prioritized for customer service which is greeting and welcoming customers as they enter the cafe sets a positive tone for their experience. Customer service staff have been trained to offer a friendly smile, provide a warm greeting, and assist customers with any initial inquiries or requests.

Lastly, their staff is good at taking and managing orders efficiently and accurately. Taking customer orders is essential in a dessert cafe. Their staff has been trained to listen attentively, offer recommendations, and guide customers through the menu options. They also be knowledgeable about any allergies or dietary restrictions associated with the desserts and be able to provide suitable alternatives or modifications when needed.

### **3.1.8 Key Partners**

#### Supplier

TTF Cafe has many suppliers for dessert, milk, coffee, powder/syrup products and other food products. TTF Cafe takes milk products from Yarra (Farm Fresh) and Professional Full Cream (Dutch Lady). They also took desserts from LekaKopiDanRoti, LekaxCups, Ovenrimba, and Mini Grasa cookies. Lastly, they import their coffee beans from Teganu Roastery and Ngopdul Coffee, for the powder and syrup they order from Coffee Catcher Kedah.

#### Vendors

Key partners play a vital role in the success of vendor food businesses by collaborating with food suppliers and vendor food businesses can thrive in a competitive market and provide exceptional culinary experiences to their customers. TTF Cafe's food suppliers are a fundamental partner for vendor food businesses. They provide the necessary ingredients and products to create menu items. Developing strong relationships with reliable suppliers ensures a consistent and high-quality food supply.

This partnership helps to maintain customer satisfaction and enables the vendor to offer a diverse and appealing menu. Their partners are LekaKopiDanRoti, LekaxCups, Ovenrimba, and Mini Grasa cookies.

#### Distribution partners

Distribution partners play a vital role in ensuring efficient and timely delivery of products or services to customers. By collaborating with reliable distribution partners, businesses can enhance their reach, reduce transportation costs, improve delivery speed, and streamline their overall supply chain operations. These partnerships enable companies to focus on their core competencies while relying on specialized distribution partners to handle the logistics.

TTF Cafe collaborated with Foodpanda to deliver their product everywhere and anytime through the Foodpanda app. Foodpanda's service allows for expanding its customer base by making the business more visible and expanding its customer base. Foodpanda also helps save time and energy. The customer doesn't have to come to the cafe to order. Instead, they can use that time to do other things, such as work or spend time with family and friends.

#### Collaboration partners

TFF also collaborated with Leka Cafe from two years ago until today.

### **3.1.9 Cost Structure**

#### Employees' salaries

Every business's cost structure for employee salaries in a cafe is influenced by multiple factors, including staffing levels, job roles and responsibilities, skill and experience, dynamics, benefits and perks. By carefully considering these factors and making informed decisions, cafe owners and managers can optimize their cost structure and ensure they have a skilled and motivated team that contributes to the success of their establishment.

This cafe

#### Facility construction cost

Constructing a cafe requires meticulous planning and financial management. Among the various expenses involved, the cost structure for facility construction plays a significant role. The TTF Cafe requires various equipment and fixtures, including a commercial-grade espresso machine, coffee grinders, refrigeration units, display cases, seating furniture, lighting fixtures, and point of sale system (POS systems). These items are essential for the cafe's operation and customer experience.

The cost of purchasing and installing this equipment and fixtures is included in the construction budget. By thoroughly analyzing and managing these costs, cafe owners can successfully navigate the construction process, create a visually appealing and functional space, and set a solid foundation for their cafe's success.

### Product input

Running a successful vendor cafe requires careful consideration of the cost structure for product inputs. These inputs encompass the ingredients, supplies, and materials needed to prepare and serve the cafe's offerings. This business establishing and maintaining strong relationships with suppliers is crucial for managing product input costs. They also negotiate favorable pricing, bulk purchase discounts, and favorable payment terms can help lower the overall cost structure. And regularly reviewing supplier contracts and exploring alternative suppliers can further optimize expenses.

TTF Cafe works closely with a local bakery to source fresh bread for sandwiches. By maintaining a long-term partnership, the cafe can negotiate better prices and ensure a consistent supply of high-quality bread, ultimately improving cost efficiency.

### Marketing cost

Effective marketing is crucial for the success of a vendor cafe. It helps create brand awareness, attract customers, and generate sales. To reach a wider audience, this business often allocates a portion of their budget to advertising and promotions. This can include online advertising, print media, local directories, flyers, and promotional events. The cost structure for advertising and promotions may include creative development, ad placement, printing, and event coordination.

### Overhead cost

This business running a successful business involves not only managing direct costs but also accounting for overhead expenses. These expenses encompass various non-production costs that are necessary for the cafe's operations and overall management. One of the primary overhead costs is the rental space. The location and size of the space directly influence the rental expenses.

Additionally, utilities such as electricity, water, gas, and internet services contribute to the overhead costs. For this business's location, the monthly rental expense could range from RM 800 to RM 1000, depending on the specific location.

## **4. FINDING AND DISCUSSION**

### **4.1 Findings**

#### **4.1.1 The taste of the beverages**

There were a number of new and known customers that weren't satisfied with the taste of the beverages that were available in the cafe. Customers tend to complain that the beverage they served is too sweet for them and it is impossible for them to finish the drinks because of the sugar amount they added to the beverage. This will totally change the customer expectation and perception towards the cafe's performance. Consistency in taste is crucial for any cafe. If customers complain about beverages being excessively sweet, it may indicate a lack of quality control in the preparation process.

It's important for the cafe to review and reassess its recipes, ingredient measurements, and preparation methods to ensure that the sweetness levels are balanced and consistent. It's important to encourage customers to provide feedback on their beverage experience. Actively seek out their opinions and listen to their concerns. This will not only help in identifying specific issues but also show customers that their feedback is valued. Implementing suggestion boxes, conducting surveys, or engaging in direct conversations with customers can provide valuable insights for improving the taste of beverages.

#### **4.1.2 Expensive price range**

TFF Cafe's list of prices was a bit pricey for students. Maybe they could say that students weren't their target market but nowadays youngsters have the interest to try new cafes that went viral on their social media which suits their pocket and place that is near to them. Price affects the interest and loyalty of an individual towards the business. If this cafe offers "Internet cafe" services, it is possible for them to charge more. While the cafe may argue that students are not their primary target market, it's important to recognize the changing consumer behavior among youngsters. Social media has played a significant role in influencing their choices, and they are often attracted to trendy cafes that offer unique experiences.

By considering students as a potential market segment and adjusting the pricing accordingly, the cafe can tap into this growing customer base. It's essential for TFF Cafe to conduct a thorough analysis of its competitors, especially those in the same vicinity. If there are other cafes nearby offering similar services and products at a more affordable price, it may result in customers choosing those alternatives over TFF Cafe. Understanding the pricing strategies of competitors and finding a competitive pricing edge is crucial.

### **4.1.3 Service is too slow.**

Some of the customers complained that TFF Cafe service's is too slow. This is because they have been facing problems with the lack of staff numbers. We have seen a few restaurants and cafes that restrict parts of the restaurant because of the staffing shortage which has been seen by this cafe too. However, this cafe still takes risks with continuing their business even though they acknowledge the problem that they face today. Indirectly, this situation forces the staff working at TFF Cafe to do multiple jobs at one time due to the lack of workers which interrupts the business flow. Slow service can have a significant impact on the cafe's reputation. Word-of-mouth recommendations and online reviews play a crucial role in attracting new customers.

Negative reviews and complaints about slow service can deter potential customers from visiting the cafe and can damage its overall reputation. The staff members who are handling multiple tasks and dealing with increased workload due to staffing shortages may experience burnout. This can result in decreased motivation, lower morale, and higher turnover rates. The cafe needs to prioritize the well-being of its employees and take steps to address staffing concerns to prevent employee exhaustion and dissatisfaction.

## **4.2 Discussions**

### **4.2.1 Customization of beverages**

This cafe should conduct a training program for their staff so that their staff can make a better beverage for customers. Since most of the beverages in TFF Cafe are too sweet to certain customers, they could offer the customization advantage to the customer. For example, the customer could choose how much sugar syrup should be added to their beverages. Therefore, customers can enjoy their drink at its best.

**Advantage:** Enhanced Customer Satisfaction: Offering customization options for beverages allows customers to personalize their orders according to their preferences. Whether it's adjusting the sweetness level, choosing alternative milk options, adding flavors, or modifying the strength of the drink, customization empowers customers to create a beverage that perfectly suits their taste. This leads to increased satisfaction and a positive customer experience.

**Disadvantage:** Increased Costs: Customization can drive up costs for a cafe. Additional ingredients, variations in portion sizes, and special requests may require purchasing more inventory or specialty items, leading to increased expenses. Moreover, the time and effort invested in training staff to handle customization can also impact labor costs.

### **4.2.2 Enhance the marketing strategy.**

TFF Cafe should consider offering privileges for students. For instance, they can do a discount on some of their products for students that bring their student card and show them during payment at the counter. In addition, they also could implement the “Menu Rahmah” that has been introduced by the government recently. It can attract more customers.

**Advantage:** Increased Brand Awareness: By enhancing your marketing strategy, you can effectively promote your cafe to a wider audience. Utilizing various marketing channels and tactics such as social media, content marketing, advertising, and partnerships can help increase brand awareness and attract new customers. This heightened visibility can lead to increased foot traffic and customer engagement.

**Disadvantage:** Time and Effort: Implementing new marketing strategies can be time-consuming and require a significant amount of effort. Developing creative campaigns, managing social media channels, analyzing data, and staying updated with industry trends all require dedicated time and attention. Overburdening the team with additional marketing responsibilities can impact their ability to focus on other important aspects of the business.

#### **4.2.3 Hire more staff.**

Since the cafe has a problem with unpleasant customer service, they should hire new staff and they should add more interesting menus for the customer to experience. From this solution the cafe won't face any financial problem such as paying wages to their staff.

**Advantage:** Improved Customer Service: Hiring more staff enables the cafe to provide better customer service. With an increased number of employees, there is a higher availability of staff members to attend to customer needs promptly. This helps reduce wait times, enhance order accuracy, and create a positive dining experience, resulting in greater customer satisfaction and loyalty.

**Disadvantage:** Increased Labor Costs: Hiring additional staff means incurring additional labor costs, including wages, benefits, and potentially training expenses. This can put a strain on the cafe's budget, especially if the increase in revenue does not offset the additional expenses. It's important to carefully evaluate the financial impact and ensure that the benefits of hiring outweigh the costs.

## 5. RECOMMENDATIONS

Based on our case study, TFF Cafe have become our research to obtain the weakness and strength of their operation to improvise and learn to build a strong vendor cafe business. TFF Cafe suits to be an example of our new cafe business because of the structure and design of the business. The name of our cafe is TryACup Cafe, which was established on 1st Mac 2023. The reason we put up with the try and cup name is because our cafe focuses more on our beverage product and we want our customer happily to try our drink and try it again, that will be given to our customer. We also want customers to try a cup because we will serve the best beverage for them in a cup. With “Embark on a Flavorsome Journey at TryACup: Where Every Sip Awakens Your Senses!” as our slogan, we will make sure that you will not regret trying our drinks and definitely a cup is not enough.

Our company will make sure that our products are aligned with the trends and will not be outdated. Customers’ feedback is very important to our company since we want to serve the best for our customers. We assure consumers in having balance sugar intake without dithering. Since most of the cafe all over Malaysia set coffee as their main beverage including TFF so, our cafe, TryACup focuses more on chocolate drinks. One of the reasons for us to open the business is because we are a business student, hence it is acceptable for us to thrive that way. Additionally, we can see that nowadays café hunting is a thing that most people find interesting and able to make them feel happy after having a long day or week.

Other than that, we also wish to connect more with our customers. For example, from our case study, we noticed that TFF Café did not have any website for customers or people to access their internal information easily. Since cafes have been attracting people lately, it is convenient for people to have general information about us, especially students that are doing case study like us. Websites also can make it easy for loyal customers to always keep up to date about our business other than social media.

Another weakness we noticed from the case study, TFF Café already has its loyal customers. However, there is no special relationship between the business and the customers. Thus, our business has decided to give a loyalty card to our loyal customers. With that card, customers are able to enjoy our beverages with ten per cent off with every purchase.

## 6. CONCLUSION

In conclusion, throughout our journey completing this case study with TFF Café, we learned something new. We are able to implement what we learn in ENT530 in this case study. For example, we are able to do a TFF Cafe analysis to identify the strengths and weaknesses of the organization. We feel honoured for having been given the opportunity to complete this assignment using our creativity. TFF Café opens our eyes to the fact that doing business takes a lot of patience and is time-consuming. To become like TFF café, we need to go through all the bittersweet moments. However, with Business Model Canvas (BMC), the business able to identify their key to all business internal resources and external resources.

## 6. REFERENCES

*TFF Cafe*. (n.d.). From Facebook: <https://www.facebook.com/tffcafepelis/>

*TFF Cafe*. (n.d.). From Instagram: <https://www.instagram.com/tffcafe/?hl=en>

## 7. APPENDICES



Figure 1: Tff Café building



Figure 2: Interior design of the cafe

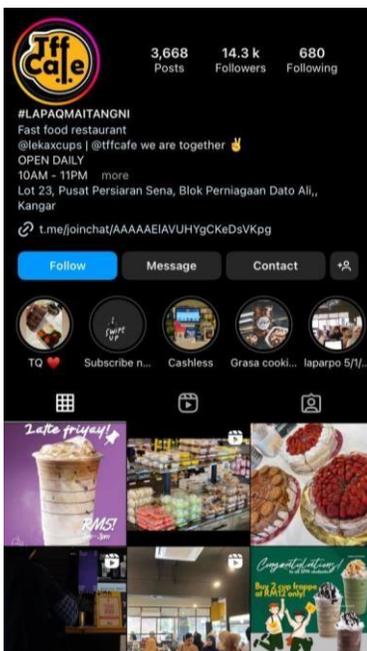


Figure 3: Café's Instagram



Figure 4: Café's Facebook page



Figure 5: Best-selling beverages



Figure 6: Dessert sold at café



Figure 7: Latte Friyay promotion



Figure 8: Food from vendors



Figure 9: 'Kuih muih' from vendors