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MARA



CASE STUDY: COMPANY ANALYSIS THE KOPI LUAR CAFÉ

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EXECUTIVE SUMMARY

Many businesses continue to operate after the protracted Covid-19 pandemic despite the numerous challenges and the significant risk to conducting business. This attempts to know how the theories learned from this subject can be applied in practical situations using Business Model Canvas (BMC). In this case study, we take the opportunity to study at the Kopi Luar Café in Perak, Malaysia. This company has run the business for almost two years, sells beverages, and has two branches in Malaysia. However, the Kopi Luar Café has its challenges and problems in the business. The major problems are fewer menu options, a lack of baristas and not actively doing marketing.

In this research, we could see the findings and results that need to be highlighted. After selling a variety of beverages to the customers, they received a lot of feedback from customers who were unsatisfied with their product. Some reviews said the product has fewer menu options, a lack of baristas, and no active marketing. The review has been attached with proof that their beverage product has few choices to order. Some coffee drinks have few options. Even though they sell a good and unique coffee taste, they do not sell any food or pastry. This makes the cafe look less attractive to the customer. Besides that, the Kopi Luar Café also lacks baristas. If this happens, it may affect the company's revenue and sales. The Kopi Luar Café serves unique coffee, so they should have a good trainer or professional worker as a barista at their cafe to make the beverages. The other issue the company received is that the Kopi Luar Café does not have any active post-marketing. Even though they have social media, they only sometimes update it. It's hard for the customer to know more about their cafes.

Therefore, there are several suggestions made to address the issue relating to the cafe. The main important thing is that the Kopi Luar Café should improve its cafe menu to a variety of food or pastry besides beverages. Besides that, the Kopi Luar Café should train and hire professional baristas to make the beverages. So, they can make many creative beverages besides unique ones. They should improve it because it can attract more customers to come to the cafe to enjoy those beverages happily. Also, they should do frequent post-marketing. The Kopi Luar Café should post on social media more regularly to generate customer interest. Ensure that the menu is current on social media. Make it mobile-friendly so that users may browse it on their smartphones.

1.0 INTRODUCTION

1.1 Background of the Study

Principles of Entrepreneurship course, also known as ENT530, is a subject that provides students with guidance and exposure to the business world. Students have to conduct a case study related to a Small and Medium-sized Enterprises (SME) business or company in this course. In this case study, students are required to interview and research on the internet of any Small and Medium Enterprises business or company to find out the information about the company they choose for the case study report. Then, students will analyse the company using Business Model Canvas analysis and identify the problems or issues that the company has encountered. The Business Model Canvas (BMC) is a business tool that aids in the understanding of a company's business model. Students then need to analyse the problem and create a solution list. In this case study, my group and I chose Kopi Luar Café, a Malaysian aesthetic café in Ipoh, Perak.

By applying the theory and techniques learned, this study will also promote consumer awareness about supporting local companies while increasing the quality of local brand products so that the product can meet customers' demand in Malaysia and worldwide. Furthermore, after digging into the company's problems and issues, we can also improve on achieving the company's target and objectives as professional entrepreneurs.

1.2 Purpose of the Study

The purpose of the case study is to learn more about the company's products and services. It's also an opportunity to learn about the company's business flow. Students may identify and analyze what the company needs to create an idea using the information provided. We want to learn about Kopi Luar Café because we want to look at their planning, marketing and structure of the business by using BMC. This is because BMC can help to solve the problem.

Other than that, students also can learn how to use Business Model Canvas (BMC) to create a better understanding of business models. BMC provides the framework for our company plan. It is a visual graphic that can assist us in answering questions concerning our new company endeavour. Finally, students may apply what they have learned in the course to real-world and future business situations. It might encourage them to think more imaginatively and help them to sustain their technology firm entrepreneurship. Consequently, students might come up with new inventions for the firm to tackle the company's challenges.

2.0 COMPANY INFORMATION

2.1 Background

The name of the business is Kopi Luar Café. It is located at Taman Perpaduan, 31550 Ulu Kinta, Perak. It has been operating since July 2021. It starts its business from Monday to Saturday from 5:30 p.m. to 9:30 p.m. and Sunday from 8 a.m. to 1 p.m. The owner is Ahmad Muzamil bin Pandak. It is a sole proprietorship business. The business's objective is to sell products focused on coffee beverages. This leads to fulfilling the demand of coffee lovers. The owner and six other employees operate the business. Four of the employees are full-time, while another two employees are part-timers.

2.2 Organizational Chart / Structure

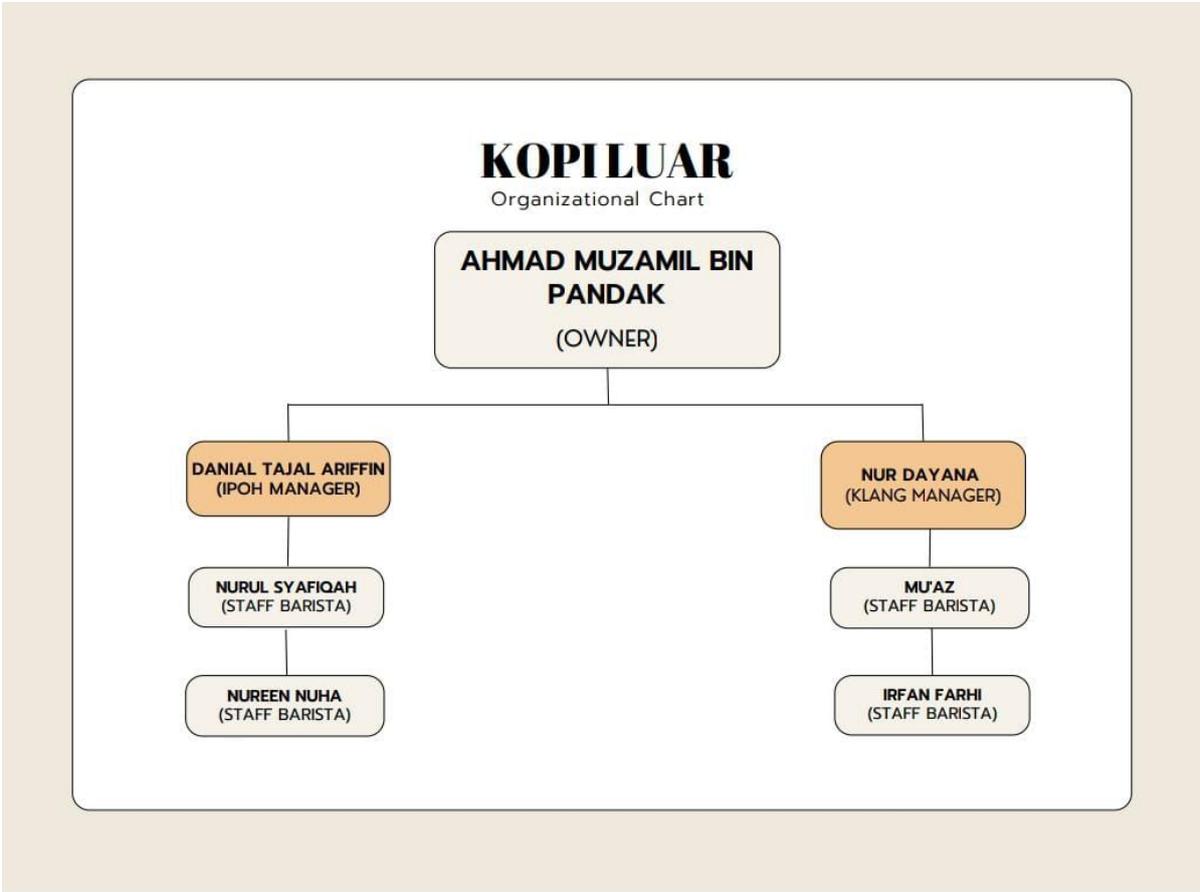


Table 1: Organizational Structure of Kopi Luar Café

2.3 Products

Kopi Luar Café has been in the market for one year and is also known as a famous viral café in Ulu Kinta, Perak. Primarily a wide variety of drinks for coffee lovers. Besides that, they also sell a variety of beverages. They also provide online service by selling their products on Grabfood and Foodpanda.

2.4 Business, Marketing and Operational Strategy

2.4.1 Business Strategy

A business strategy is a plan for a company's activities and decisions to achieve its goals and objectives. A strategy describes what the company must do to achieve its objectives, and it can assist in recruiting and resource allocation decisions. Kopi Luar Café comes out with a variety of beverages. This business also has its vision and mission. For the vision, selling various coffee and soft drinks at the aesthetic cafe can help make customers fall in love with the food and environment. The mission is to meet customers' product demands and provide customers with the greatest quality at affordable prices. Kopi Luar Café also improves customer retention by offering discounts and gifts to customers to keep the relationship going. They also give excellent and friendly customer service and stay connected with social media.

In addition, they also sell unique products that develop with time over time, or in other words, they offer up-to-date products. Besides, one of the essential factors in ensuring customers come to the cafe to buy is providing higher quality products and affordable prices. Simply put, it is a pricing strategy to attract more customers.

Kopi Luar Café is one of the aesthetic cafes that sell a variety of beverages in Ulu Kinta, Perak. This company produce a variety of coffee and soft drinks that have become people's choice. Kopi Luar Café believes that its success is in offering good quality products. All materials used in producing products must get a Certificate of Analysis (COA), and their trained Quality Assurance team will thoroughly inspect the materials. Their products also are certified Halal by Jabatan Kemajuan Islam Malaysia (JAKIM). By getting a Halal certificate, they can gain the trust of Muslims, who are the majority in Malaysia.

2.4.2 Marketing Strategy

Kopi Luar Café offers affordable prices as they offer prices range from RM5.00 to RM8.00 for beverages. The prices depend on the type and portion of any food. The prices are reasonable and affordable according to the kind of aesthetic cafe.

They have used many platforms to advertise their product through social media platforms such as Instagram, Facebook and TikTok. They will post full advertisement videos and short teasers on Instagram and TikTok. Malaysia has many cultures and celebrations, so they always make new videos to wish the celebration and advertise the products. They notify

their social media when they produce a new product, as people love using it. People can easily find the categories of beverages and food they sell on social media.

2.4.3 Operational Strategy

An operations strategy is the plan that guides an organization's resource allocation and uses it to sustain a competitive advantage. It is also a decision-making process that impacts an organization's long-term strategy to achieve the mission statement's goals. Businesses can determine the desired quality of their product and then ensure that the goal is met at every step of the process by developing an operations strategy. One of the factors in operational strategy is ensuring product quality.

Kopi Luar Café is taking another method for its distribution channel by outsourcing to other logistics companies even when it has its own logistics management. This is because they want to provide fast delivery to ensure customers receive the freshest products. In addition, they wanted to increase its sale in the market share by planning to create more various packaging and a unique menu to meet the needs of a new category of customers.

2.5 Financial Achievement

A financial achievement is a company's ability to use resources from its primary mode of operation to generate income is subjectively rated. The Kopi Luar Café generates RM2,000 in revenue per employee, meaning that this business has generated roughly RM5,200 per month for selling this product to customers. 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.

3.0 COMPANY ANALYSIS

3.1 Business Model Canvas

BUSINESS MODEL CANVAS				
KEY PARTNERS -Supplier -Foodpanda -QR pay @ e-wallet	KEY ACTIVITIES -Online marketing -Selling -Administration	VALUE PROPOSITION -Affordable price -Variety of beverages -High quality	CUSTOMER RELATIONSHIP -Friendly service -Fast service -Get active on social media	CUSTOMER SEGMENTS -Coffee lovers
	KEY RESOURCES -Raw materials -Workers -Financials		CHANNELS -Social media	
COST STRUCTURE -Rental -Raw materials -Maintenance coffee machines -Employee Salary -Utilities			REVENUE STREAM(S) -Sales of product	

Table 2: Business Model Canvas of Kopi Luar Café

3.1.1 CUSTOMER SEGMENTS

Coffee lovers

Customer segmentation refers to who our business's target customer is. It is more about who we expect to buy our product. Customers at Kopi Luar Café are primarily young people who enjoy trying new types of coffee. This is because locating a good coffee shop has become a popular pastime among the younger generation. Furthermore, Kopi Luar Cafe considers workers to be their target market, given that the cafe opens after office hours, at 5.30 p.m. The cafe opens at a time that is considered convenient for workers. Thus, after a long day of labour, they will seek beverages containing coffee to revive their tired brains. The following type of customer is considered to be local. Kopi Luar Cafe targets locals because it is located in a food court surrounded by residential areas. The last customer segment is the tourist. This cafe is conveniently located within 5 minutes of the residential area, as well as the Lost World of Tambun, The Heaven, and Banjaran Hot Spring.

3.1.2 VALUE PROPOSITIONS

Affordable price

With the quality of the Kopi Luar Café used, they will ensure that their price is reasonable and affordable. Based on the menu, the Kopi Luar Café offer coffee as low as RM7. This is because customers are likely to impulse buy a low-cost and high quality versus a high-priced product but low quality. Furthermore, customers only require as much time to consider purchasing a low-cost product as they do to justify purchasing a more expensive one. As a result, customers are more likely to buy from them immediately. So, the Kopi Luar Café offers low and very reasonable prices even though they use high-quality coffee brews.

Variety of beverage

There is numerous drink option to choose from at the Kopi Luar Café. Even though the name of their café is the Kopi Luar, they also serve drinks with other bases. For instance, chocolate and carbonated drink. Customers who are not a fan of coffee can order drinks like iced chocolate or berries mojito, made with a mixture of soda and fruit syrup. Both drinks are delicious alternatives to coffee.

High quality

The Kopi Café Luar offered a higher-quality product than the other coffee store. This is one of the reasons why customers frequently go to The Kopi Luar Café. They used coffee beans called Arabica, which are from Brazil and Guatemala. Arabica bean coffee is known to be of the best grade. This is because the bean is prized for its superior flavour, described as sweet and silky. Indeed, many customers prefer this coffee because it is a more prominent cup to enjoy. Because of the great quality of their coffee beans, Kopi Luar was a success in attracting customers.

3.1.3 CHANNELS

Social Media (Instagram and Facebook)

They also have social media to reach out to their customers. They have been using social media to promote their product for many years. People nowadays keep updating their social media and use it at all times, making it the best place to market any business. Since this new era is more focused on technology, they decided to approach their customers through this channel. Customers can follow @kopi_luar on Instagram and

kopi_luar on Facebook for updates on new menus and products for the current season. Kopi Luar will keep these social media accounts updated on their premium menus and products, including the design, price, promotion, new launching activities, and other similar things. People will be more interested in purchasing the product if it continues to appear in their social media feeds.

3.1.4 CUSTOMER RELATIONSHIPS

Friendly service

Kopi Luar Café offers friendly service to customers who visit their cafe to stay in touch with them. Sometimes, customers may be confused when deciding which menu to select. Some have never tried the drink and are unsure which one to choose. As a result, Kopi Luar Café will always be ready to assist their customers by making recommendations and explaining the flavours of the coffee drinks available in the cafe. This will make customers happy and encourage them to return to Kopi Luar Café due to the excellent service.

Fast service

Additionally, Kopi Luar Café provides quick service to their customers. With fast service, customers do not need to wait long for a cup of coffee. This will ensure no time wasted waiting in line to order the menu so they can receive their orders quickly. Due to the short wait times and pleasant interactions with staff, customers will be encouraged to return in the future.

Get active on social media

Kopi Luar Café's social media platforms are Facebook and Instagram. As a result, they use social media as the ideal platform for customers to provide feedback on their services. So that Kopi Luar Café can continue to improve in the future and build a successful business. Moreover, customers can also easily leave comments or ask questions on their page. This online platform will make it easier for customers to stay updated on the Kopi Luar Café menu.

3.1.5 REVENUE STREAMS

Sales of product

Kopi Luar Café earns its revenue primarily from sales of its product. They sell various coffee beverages. They offer several different coffee flavours, such as Sarawak latte gula apong, unique latte cheesecake flavours, hazelnut latte, coffee and non-coffee drinks. They earn the most profit from selling beverages. Their flavoured coffee and signature coffee are more popular than others beverages. The Kopi Luar Café even sold coffee drinks at a price of RM8. People were willing to buy them because they offered higher quality and more up-to-date products, and the prices were reasonable and affordable for all customers.

3.1.6 KEY RESOURCES

Raw Materials

Their products' high standard of excellence is always guaranteed by using fresh and natural ingredients. Some raw materials from the main offerings, such as coffee or tea, will almost certainly necessitate high-quality ingredients. They provide high-quality coffee beans imported from Brazil and Guatemala, and the coffee bean is an arabica coffee that costs RM80 per kilogramme. For other essential ingredients such as milk, they use farm fresh and Dutch lady milk products for their coffee, which costs around RM70 per cartoon. In addition, they also purchase syrup and flavouring powder. They spend a total of RM1000 per month to create tasty and high-quality beverages. This business is very concerned about quality and considers this as an investment.

Workers

Another important asset of the business is their workers. They have a total of four workers, which consists of two full-timers and two part-timers. They are equally valuable because all their workers are members of the group's family and contribute to achieving business goals and objectives. They also offer a training and development programme for workers to meet their customers' needs, as the customer is their most valuable asset. Most of their workers are hardworking, intelligent, and well-trained in production management. Workers are responsible for providing satisfactory service to customers at the store, which includes educating them about the products, making deliveries, and regularly cleaning the store. The workers also understand how to approach the customer, attract the customer's attention, and assist the customer in

selecting the product. They could even help market the product so that it is known to more people.

Financials

Financial businesses are self-financed, utilizing personal savings. The simplest way to finance a small business is to raid the piggy bank. Whether the funds come from a checking account, a family inheritance, or funds in an old money market account. Following that, we can begin our business by obtaining a bank loan. Credit cards have higher interest rates than personal bank loans. As a result, financing was provided by the owners' families. All of the loan terms had been written down. This includes the amount of debt that must be paid, the interest rate, and the repayment schedule.

3.1.7 KEY ACTIVITIES

Online Marketing

Kopi Luar Café also promotes its coffee through social media through Instagram and Facebook by repeating posting that will interest the customer in coming to their café to buy desired choices of coffee.

Selling

For selling Kopi Luar Café, Encik Danial and Puan Nuha marketed the product with their attitude, appearance, and specialist product knowledge when selling. They inform and convince the customer to buy the products. Encik Danial also stated that they are always honest while dealing with customers and making the finest coffee possible. The key activities of KC Coffee Shop are mostly related to coffee and tea serving. Not only serve drinks, but my shop also serves non-coffee products like blackcurrant and other fruits based.

Administration

Encik Danial is a Kopi Luar Café manager for the Ipoh branch. He also manages the business flow. Kopi Luar Café's goals are to ensure the company operates effectively according to the business strategy by arranging, coordinating, directing, and managing. Ensuring that the partnership and employees receive fair salaries as stated in the agreement and taking care of the welfare of employees such as SOCSO, EPF, bonuses and leave such as medical and emergency leave. Encik Danial also arranges the

organizational structure, does a working schedule, and calculates all budgets to buy raw materials and relationships with a supplier related to the administration department.

3.1.8 KEY PARTNER

Supplier

Kopi Luar Café has many suppliers for milk and coffee and powder/syrup product. Kopi Luar Café imports its coffee beans from Tegenu Roastery and Ngopdul Coffee. At the same time, milk products are taken from Bansta (farm fresh) and Professional Full Cream (Dutch Lady). Lastly, Kopi Luar Café orders from Coffee Catcher Ipoh as their only supplier for powder and syrup.

Foodpanda

Kopi Luar Café 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. So, Kopi Luar Cafe not only helps their customer to save time and energy, but they also can improve their accuracy and increase productivity.

QR Pay/ E-Wallet

Kopi Luar Café uses QR Pay/ E-Wallet as the payment processor to help handle the payment of customers and coffee manufacturers to supply the coffee product. QR Pay/ E-Wallet is an application that provides convenience to everyone who uses it. The user's personal and financial information is stored in the digital wallet. As a result, clients can effortlessly auto-fill their orders at Kopi Luar Cafe by simply clicking one button or scanning a QR code using the mobile app for the e-wallet solution.

3.1.9 COST STRUCTURE

Rental

The Kopi Luar rents a shop in Taman Perpaduan Foodcourt. Before this, they were only based at home. Because of the success of their coffee sales, The Kopi Luar has been able to rent a storefront in a more prominent location and attract many customers. The Kopi Luar spend RM100 to pay the shop's rent. As a result, now they will be able to increase their income because their places are more strategic.

Raw materials

To produce a high-standard and quality product, they must purchase the best raw materials. The main ingredients needed to make drinks are coffee beans, milk, syrup, or flavouring powder from their supplier. They also buy the raw material from two suppliers specific to the ingredients. Every month they spend RM1000 to produce delicious products.

Maintenance coffee machine

If the coffee machine and grinder are not high-tech, the coffee would not taste good or suit the customer's tastes. The Kopi Luar now makes fine coffee powder with high-tech coffee grinders and machines. It is not only making the drink delicious but also making the production of drinks faster and easier. Our product will also be the best when the tools we use are the best.

Employee salary

Every business must need employees to help them. This will not only facilitate their business but will also benefit the employees. Cafe workers prepare and sell food and beverages at the café and will ensure that the café is neat and that all the money and goods are present and correct. As for salary or commission, this cost is considered fixed as they do not fluctuate much each month and is easy to calculate. So far, Kopi Luar Café has paid two workers at each outlet. They give workers a monthly salary of RM1500 to RM1800 according to their working hours.

Utilities

A business that rents a store must pay not only the rent but also the utility expenses. At Kopi Luar Cafe, the electricity and water bills must be paid. Their monthly water bill is merely RM15. However, their monthly electrical bill can reach RM135. Since their cafe is located on Majlis Bandaraya Ipoh (MBI) property, a portion of their expenses will be covered by Majlis Bandaraya Ipoh (MBI).

4.0 FINDINGS AND DISCUSSIONS

4.1 FINDINGS

4.1.1 Fewer menu options

Kopi Luar Café is a small business with specific menus with limited items. Customers will be less attracted to the cafe when there is not much menu prepared. This is because customers will be more interested in going to a cafe that offers more menu options than a cafe selling beverages. In addition, income will also decrease. This is because the profit is only from the coffee of sale. Therefore, when diversifying the menu, their profits will increase even more.

4.1.2 Lack of baristas

Kopi Luar Café lacks workers as baristas. They need time to find a barista with extensive knowledge, skills, and experience in the field of coffee or related. Moreover, it can be difficult for cafe owners to find time for adequate training for their baristas. This led to the barista having less coffee knowledge or customer service skills. With the lack of baristas, completing the order will also take a long time. This is because if the customer takes too long and only has a few baristas, this will make the customer feel bored by having to wait. This can cause the cafe to lose its customers.

4.1.3 Less marketing program

The Kopi Luar Café does not active posting about their cafe through social media. This can affect customer relationships. Even though businesses directly interact with face-to-face customer relationships, it's not easy to attract others to their cafe without posting through social media to promote their cafe. They have limited control over how they interact and where the conversation continues. They'll miss out on these advantages if they don't active posting their cafe through social media. This is extremely difficult to achieve through any other means. This is because only social media can help to promote that cafe to be more well-known. But it becomes difficult to attract customers' attention if the cafe is not active on social media.

4.2 DISCUSSION

4.2.1 Improve café menu

Upgrading the café menu could help to attract many customers to come to the cafe. The Kopi Luar Café should also upgrade the menu by selling pastries besides beverages. This is because when there are pastries and beverages, it is a complete combination that can attract many people's attention to the cafe. The Kopi Luar Café can also improve its menu by adding images and promoting specific pastries by including photos of pastries, not just beverages. If they're trying to sell a particular product on the menu, a high-quality image could entice customers to buy it more. When the customer enjoys various types of pastries and coffee beverages, it can help make the cafe more well-known to others.

Solution 1

Advantage: A menu that shows the authenticity of the cafe can attract more customer.

Disadvantage: The quality of certain menu is not satisfied customer taste.

4.2.2 Train and hire barista

Training is mutually beneficial. Kopi Luar Café should train staff to a high standard then it's more profitable for the business in the long term. The baristas themselves essentially lead the training. The training courses are based on what they want to learn and their goals for working in the coffee industry. If they can incorporate training into their daily routines, that's even better. This approach can help to create a mutually-beneficial "partnership" between the barista and the business. As a result of training opportunities, the Kopi Luar Café can increase productivity, potentially expand the business, and become a more competitive and robust brand in the industry.

Solution 2

Advantage: Hiring a barista will facilitate all work matters in the cafe smoothly.

Disadvantage: The cafe might lose the barista if they are highly expert.

4.2.3 Introduce structure marketing program

The Kopi Luar Café should post social media marketing more frequently to attract customer interest. Make sure the menu is up to date on social media. Make it responsive so customers can browse it from their mobile phones, and add mouth-watering images. Place it in a visible spot on the website so users don't have to navigate a lot to find it. This kind of accessibility has become the norm for many people. Before choosing a company or product, more than one-third of users would seek a social media profile. This can be accomplished by helping create profiles on one or more social networking platforms. Therefore, it has enormous potential to attract customers' attention and utilize social media regularly.

Solution 3

Advantage: People know about the cafe's existence and can collaborate with other brands.

Disadvantage: A lot of costs need to be incurred for marketing for the café.

5.0 RECOMMENDATION

One of the other recommendations is that Kopi Luar Café can improve packaging by adding various cup sizes, such as small, regular, and large cups according to customer preference. By doing this, customers can choose the size of the cup rather than one size only, which will benefit the first-time customer. Moreover, Kopi Luar Café can add a theme, slogan or motto to their cafe. Like a name and logo, a slogan attracts attention and helps differentiate a brand. For instance, slogans play an essential role in brand positioning. Slogans go beyond brand positioning and facilitate brand recognition since they stick in peoples' minds. Therefore, a slogan is an attention-grabbing statement to promote a brand's products and services.

Next, come out by adding pastries to their menu to attract various customers. As mentioned above, coffee and pastries are perfect combinations for bread and coffee lovers. This will attract pastry lovers to the café while also attracting a coffee lover and ensuring Kopi Luar Café will profit more. Kopi Luar Café can attract coffee and pastry lover to come to their cafe. For instance, the cappuccino latte or pastries such as croissants, creampuff, and brownies will give the customer the product they will receive.

Lastly, they can improve their interior café design. People who regularly visit cafe continuously seek aesthetic atmospheres that can enhance their entire coffee and pastry is available for customers to enjoy fully. Hence, it is becoming increasingly essential for cafes to construct an effective commercial design plan to attract more customers and increase the time they spend inside the restaurant. Cafe attributes such as spacious settings, artistic lighting, and pleasant music are some factors that contribute to a cafe's general judgment of the restaurant's ambiance.

6.0 CONCLUSION

Kopi Luar Café started and operated a business in Perak in 2021, which was one year ago. This indicates that while this company is still new to the field of business, it can compete with other businesses. Kopi Luar Café conducts business through social media platforms such as Facebook and Instagram. It is also done offline, by selling it in a shop and by word of mouth with customers. The business owner Kopi Luar Café, Ahmad Muzamil Bin Pandak also encourages all workers to be truthful when communicating their product information to customers. The business will continuously concentrate on business strategies, particularly in production and marketing, to ensure that the business is well-known among customers. Kopi Luar Café is a business that strives to provide people with high-quality coffee with a premium taste. Not only that, but it also offers a high-quality, up-to-date product that caters to customers' ever-changing preferences. Furthermore, they will be able to achieve the goal correctly based on the Kopi Luar Café business plan. This business will also be able to stand firmly with excellent management in the future.

By doing this case study, we learned about how Kopi Luar Café runs their business and how they serve their services to their customer. Knowing this, we want to analyze the company using the Business Model Canvas (BMC). We identified their issues and weaknesses using the knowledge gained through speaking with and conducting an interview with Kopi Luar Café. As a result, we are doing this case study to develop a solution and recommendations for the café to improve revenue. Business Model Canvas is crucial and valuable for a company because it helps it visualize what is important and forces users to address critical areas. A team can also use it to understand relationships and reach agreements.

When a company uses the Business Model Canvas (BMC), it enables start-up teams to see how the building blocks are interrelated and how it can modify these relationships to increase efficiency and effectiveness. The nine essential components of a Business Model Canvas (BMC) assist companies in defining their businesses in-depth, succinctly, and clearly. Focusing on areas other than product development provides you with a competitive advantage to create a successful start-up. As future entrepreneurs, we should be able to analyze the existing market to come out with a new adventure business.

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8.0 APPENDICES



Figure 1: Kopi Luar Café collab with Ngopdul Roaster at Pesta Kopi



Figure 2: Kopi Luar Café at Ipoh, Perak



Figure 3: Mr. Danial making customer order



Figure 4: The machine grinding coffee beans



Figure 5: The machine brews the powder coffee beans into espresso



Figure 6: Mr Danial tamping the ground coffee bean powder using tamper



Figure 7: Mr Danial put the milk into the cup



Figure 8: Mr Danial put the espresso shot into the milk



Figure 9: Mr Danial doing latte art



Figure 10: Mr Danial put caramel syrup onto the cold foam



Figure 11: Hot chocolate & Caramel Macchiato