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CASE STUDY: COMPANY ANALYSIS CRAZEPOP

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TABLE OF CONTENT

	PAGE
ACKNOWLEDGEMENT	2
TABLE OF CONTENT.....	3
LIST OF FIGURES.....	4
LIST OF TABLES.....	5
EXECUTIVE SUMMARY.....	6
1.0 INTRODUCTION.....	7
1.1 BACKGROUND OF THE INDUSTRY.....	7
1.2 PURPOSE OF STUDY.....	8
2.0 COMPANY INFORMATION.....	8
2.1 BACKGROUND.....	8
2.2 ORGANIZATIONAL STRUCTURE.....	9
2.3 PRODUCT/SERVICES.....	9
2.4 BUSINESS/MARKETING/OPERATIONAL STRATEGY.....	10
3.0 COMPANY ANALYSIS.....	12
3.1 BUSINESS MODEL CANVAS (BMC).....	12
4.0 FINDINGS.....	18
5.0 DISCUSSION.....	20
6.0 RECOMMENDATIONS.....	22
7.0 CONCLUSION.....	25
8.0 REFERENCES.....	26
9.0 APPENDICES.....	27

LIST OF FIGURES

- | | |
|----------|---|
| Figure 1 | CrazePop Instagram |
| Figure 2 | CrazePop Facebook |
| Figure 3 | CrazePop Bakery in Bandar Damai Perdana |
| Figure 4 | The Owner of CrazePop |
| Figure 5 | The product |

LIST OF TABLES

Table 1	Organizational Structure of CrazePop
Table 2	Business Model Canvas of CrazePop

EXECUTIVE SUMMARY

We utilize the opportunity to conduct research at the CrazePop Bakery in this case study. Cakes, brownies, and desserts, as well as pastry and baking supplies, can be found at CrazePop Bakery. By using the Business Model Canvas (BMC), which we have learned, this tries to understand how the theories learned in this subject can be applied in real-world circumstances. Bandar Damai Perdana in Selangor is where the CrazePop Bakery, which offers a very small number of spaces for customers. However, the store is ideal for people of all ages in the neighborhood, from young children to seniors. The owner of this company is not a businessperson, but her bakery is successful because of her passion for it. However, there are some areas of CrazePop Bakery that need to be improved in order to maintain and grow its success and customer loyalty.

This study focuses on the background of CrazePop Bakery, which contains plenty of details about the business's products and services, organizational structure and operations, marketing strategies, and operational strategy. Next, the research also emphasizes the findings and discussion based on our study of the company. In this case study, we've highlighted three findings. Here is where we share the shop's major issues that we can identify.

First of all, the packaging is unattractive and the cakes have expensive and unhealthy ingredients. Even though they offer a variety of cake and dessert tastes, which are the shop's benefits, they also need to consider its drawbacks. The company's revenue and sales may suffer if this keeps happening. The discussion section, informs us of alternative solutions we can put forth to handle the issue.

1.0 INTRODUCTION

1.1 BACKGROUND OF THE INDUSTRY

Food is an essential part of our lives. The food industry is basic and important to every nation. It is one of the seventeen national critical sectors of Malaysia's economy. It plays a crucial role in public health, food safety, food security, social development as well as nutrition. The industry that we choose in our case study is Food and Beverage (F&B). The food and beverage industry is a company engaged in the processing, packaging, and distribution of food raw materials. It also includes freshly prepared food and packaged. The food and beverage industry also includes restaurants and cafes.

In 2022, the Food and Beverage industry's income in GDP grew 22% and is expected to rise another 8% in 2023 according to Sunway University Economics, Professor Dr. Yeah Kim Leng. The Malaysian Food and Beverage (F&B) industry is a fast-growing industry affected by health and convenience trends. This is because consumers are aware of nutrition and a healthy lifestyle. It creates a demand for organic, natural, and minimally processed food. The food and beverage industry also contributed to the growth of Malaysia's exports. As a result, sales in the international market also increased.

Malaysian cuisine is a vibrant fusion of various cultures. This has resulted in the Food and Beverage industry having many different types of restaurants and outlets, including full-service eateries, fast-food joints, food carts, and self-service cafeterias. Malay, Chinese, and Indian food are the main regional cuisines, but there are also cross-cultural fusions like Mamak (Indian-Muslim cuisine) and Nyonya (the Malay-Chinese mix), as well as cross-cultural adaptations. Malaysia's food and beverage industry is also very diverse, offering a variety of cuisines including American, Italian, Japanese, Korean, and Thai.

However, we're more focused on the bakery industry since the business that we chose is related to the bakery. According to Merriam-Webster Dictionary, baking is the act of making food such as cakes and bread.

1.2 PURPOSE OF THE STUDY

The purpose of this case study is to provide us with additional information regarding the goods and services offered by the company. It also gives the chance to acquire information on the operational flow of the company. Students get the opportunity to discover and analyze what the company need in order to develop an idea by utilizing the information that has been provided. We are interested in finding out more about CrazePop so that we may analyze their business in terms of its planning, marketing, and organizational structure utilizing BMC. This is due to the fact that BMC can contribute to the solution of the problem.

In addition to that, students get the opportunity to gain a deeper grasp of business models by learning how to use a tool called the Business Model Canvas (BMC). The BMC serves as the basis for our company's strategic plan. It is a graphical representation that can be of assistance to us in responding to questions regarding our new business endeavor. In the final step of the lesson, students are given the opportunity to apply what they have learned during the course to actual and potential future business scenarios. They could be inspired to think creatively as a result, which would be helpful to them in maintaining their entrepreneurial spirit for their technological firm. As a consequence of this, students may think of innovative solutions to the problems faced by the company in the form of new technologies.

2.0 COMPANY INFORMATION

2.1 BACKGROUND

The location of CrazePop Bakery at A-G-02, Damai Hillpark, Jln Damai Perdana 6/1F, Bandar Damai Perdana, 56000 Cheras, Wilayah Persekutuan Kuala Lumpur. The business operating hours from Monday to Saturday 9:00 a.m. to 7:00 p.m. It is a sole proprietorship business. The owner of the CrazePop Bakery is Nur. She graduated with Bachelor's in Art and Design from UiTM and used to be a graphic designer for 10 years. However, after getting married and pregnant with her second child, she was looking for something that is more relaxed than her work as a graphic designer.

With no baked dessert, such as an Oreo truffle, she developed the concept of CrazePop. Without having a solid marketing strategy in place, she began selling the Oreo truffle. She relies on Facebook at that point to bring in her first customer because the product appears to have the potential for her company. In 2018, she made the decision to hire staff because she

was no longer able to handle it alone. She only needed to hire one baker at the time, teach her for six months, and she is now capable of doing it on her own.

After receiving feedback from the customers positively she made the decision to open and run their own shop. Their strongest brand, the cakepop, continues to hold a special place in the hearts of their customers. In addition, Puan Nur conducted a class on how to make a simple cake pop at a reasonable cost for those who were interested in learning. The company's main goal is to satisfy customer demand for cakes and desserts by concentrating on selling all different kinds of cakes and desserts.

2.2 ORGANIZATIONAL STRUCTURE

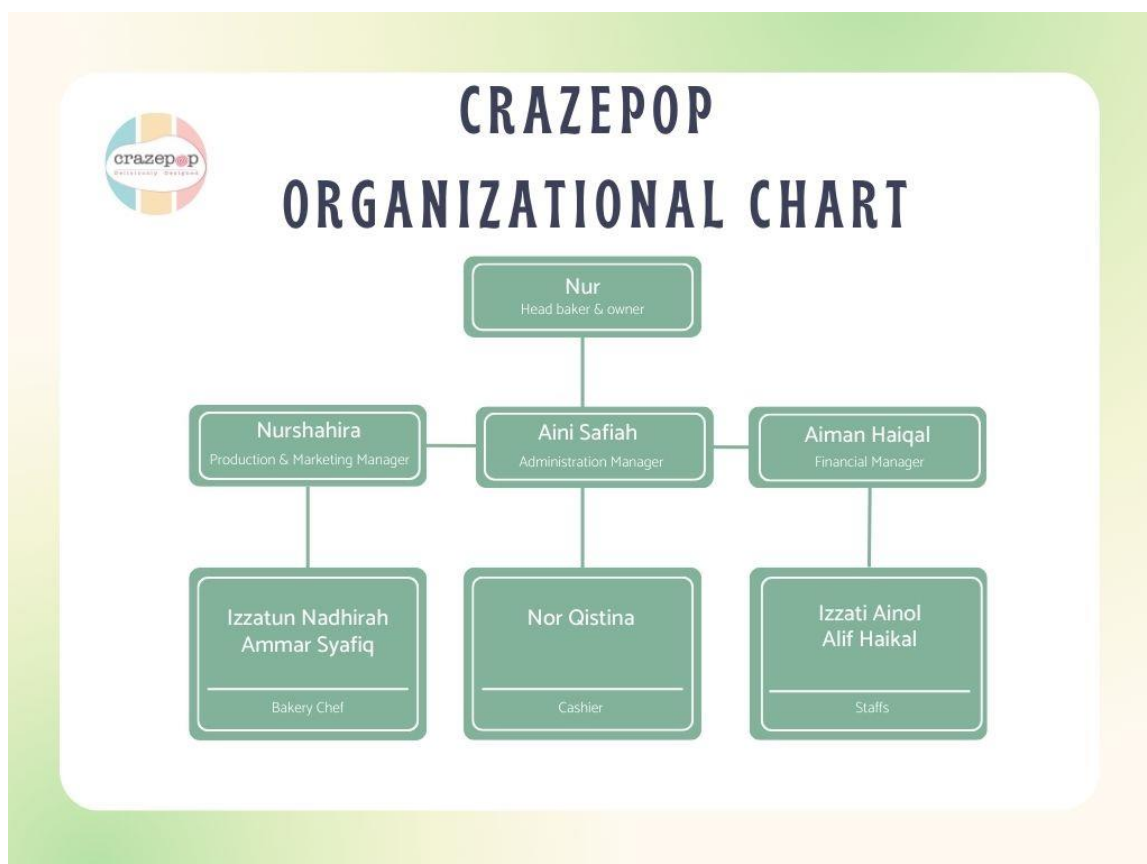


Table 1: Organizational Structure of CrazePop

2.3 PRODUCT/SERVICES

They have encountered many competitors, particularly in Cheras, Kuala Lumpur, a city that is quite large. Therefore, despite the fact that its main product line is cake pops, CrazePop Bakery always ensures that its menus are current. They offer a wide range of options to their customers, particularly cakes. They frequently promote their goods to any company employee or large corporation. This strategy is being used by CrazePop Bakery to promote its goods and increase sales. Additionally, customers can easily access their shop or buy the products online there if they prefer.

2.4 BUSINESS/MARKETING/OPERATIONAL STRATEGY

2.4.1 Business strategy to build up the business

The company may have first conducted research on the market and identified their target audience. They may have also analyzed their strengths and weaknesses and developed a unique value proposition that differentiates them from their competitors. Next, the company may have crafted a comprehensive marketing plan utilizing various digital marketing channels, such as social media and email marketing. They may have also developed a sales strategy that includes partnerships and promotions to increase their customer base and revenue. It's likely the company also monitored their progress and tracked success using metrics to make adjustments to their strategy as needed.

2.4.2 Marketing strategy

A firm or organization develops its marketing strategy as a plan outlining the activities and approaches it will take to sell its products and services and achieve its marketing goals. CrazePop Bakery often updates their business information on their internet platforms, such as Facebook and Instagram, to reach their target sales on those platforms because those platforms have a wide pool of potential customers. They also run ads on those platforms to boost their business, as they will reach and engage with lots of people. Aside from that, the majority of people now use online platforms to buy cakes and place orders for them because it is more convenient. In addition, CrazePop Bakery operates a physical store; hence, the company keeps the information regarding its products and business current at its bakery as well.

2.4.3 Operational strategy to set up the location

A bakery's success or failure may be attributed to several factors, one of which is its location. It's possible that the bakery's production, customers, and bottom line might improve if it moved to a different location. The location strategy for this bakery takes into account factors including population density, surrounding companies, possible clients, and access to public transit. It's important to know who you're selling to before deciding where to open a bakery. Customers' age, gender, income, and education levels are just a few of the variables to think about. The CrazePop bakery, which aims to please people with a sweet taste, may, for instance, look for a place near a large family community. The success of CrazePop Bakery depends on how easily accessible it is. They also consider how convenient it is to get there by car, bus, subway, or on foot for delivery purposes. Locations near high-traffic thoroughfares, retail nodes, workplaces, institutions of higher learning, and neighborhoods are ideal for expanding your consumer base. The bakery is optimistic about the community's potential for customers and its openness to new enterprises. Creating excitement and drawing in clients requires active participation in the local community via events, collaborations, or marketing. Consider local marketing channels like online communities and festivals to raise awareness of your business. A thorough operational plan is needed to choose the best site for every business. Bakery entrepreneurs may improve their chances of success and expansion by giving careful thought to issues including target market, competition, accessibility, and financial sustainability. Starting a bakery with a solid foundation is more likely to be successful if proper planning and research are done from the start.

3.0 COMPANY ANALYSIS

3.1 BUSINESS MODEL CANVAS (BMC)

The definition of Business Model Canvas or also known as BMC is a strategic management tool that has been used by the entrepreneur in explaining their business idea and concept. It is an analysis of the fundamental elements of a business or product that structure the idea in a coherent way. Furthermore, it may explain the target base as well as the ways in delivering our products to our customers. It also explains the related details of financials by producing the brainstorming of a team that focuses on the alternatives for the business idea. In the Business Model Canvas usually consists of nine boxes in a one-page document that represent the different fundamental elements of a business. To illustrate, the right side of the canvas will focus on the customer on the market or external factors, and the left side of the canvas will focus on the business elements such as the internal factors.

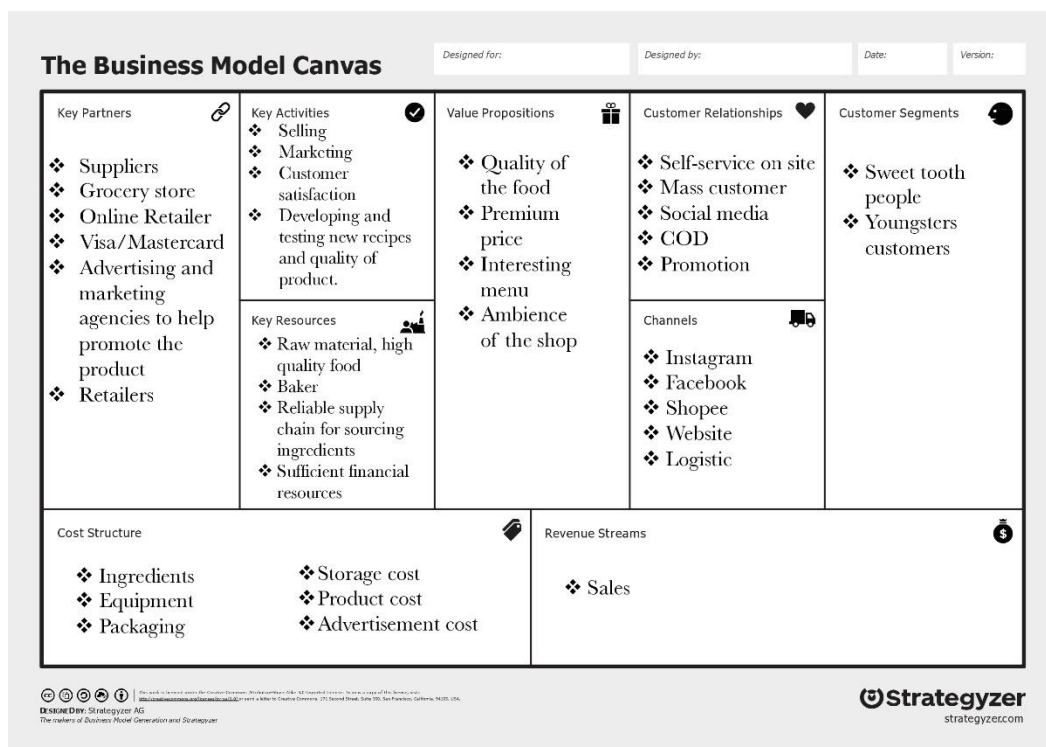


Table 2: Business Model Canvas of CrazePop

3.1.1 Key Partners

In the context of business and entrepreneurship, key partners refer to people, groups, or things that are essential to a company's operations, expansion, and value creation. Long-term success depends on establishing and maintaining connections with key partners. It entails finding and choosing partners who are compatible with the business's strategic goals, creating

cooperative agreements, and preserving open lines of communication and collaboration. CrazePop Bakery's key partners include their supplier, which is a grocery store, by supplying raw materials, equipment, and components required by CrazePop Bakery. Apart from that, CrazePop Bakery has its own distribution partners, which are online retailers and advertising and marketing agencies, to help promote the products. Partners can assist in extending the company's reach by utilising their already established distribution networks or channels to successfully deliver goods or services to the target market. Additionally, CrazePop Bakery's partner is a bank because their preferred mode of payment is Visa or Mastercard, and their main medium of business is focused on online platforms. Therefore, the bank is included as one of the key partners needed by CrazePop Bakery to operate its business effectively and successfully.

3.1.2 Key Activities

Key activities, often referred to as core activities or core processes, are the key jobs and activities that a business performs to produce, supply, and seize value for its clients. The success of the corporation depends on these operations, which are essential to its business strategy. Key actions might change depending on the type of organisation, the sector it operates in, and the value proposition it offers. CrazePop Bakery's key activities include selling and marketing. These activities are among the core of the business, as they will help the business retain its position in the industry by including marketing and selling goods or services to target consumers. This covers market analysis, branding, advertising, lead creation, customer acquisition, sales procedures, and customer relationship management. Moreover, CrazePop Bakery often develops and tests new and upgraded recipes and the quality of their products. Designing, creating, and enhancing goods or services to satisfy client wants and maintain market competitiveness. This may entail ongoing innovation, prototyping, testing, and research and development. CrazePop Bakery wants to increase customer satisfaction and experience by doing these activities to improve its business.

3.1.3 Key Resources

Key resources are the assets your company must have in order to function successfully over time. Keep your company's most important tasks in mind as you define the resources you will need. There are a total of five employees at CrazePop Bakery. All of their employees are valued equally since they all make a difference in the success of the company. CrazePop Bakery has focused on offering weekly delivery options with easy online subscriptions that include freshly made cakes on a daily basis. Additionally, they provide highly trained bakers and other baking employees. Employees are expected to meet or exceed customers' expectations by performing duties such as answering questions, delivering purchases, and

maintaining a clean and tidy business. Workers have the ability to approach customers, get their attention, and guide them to the best product for their needs. In addition, One of CrazePop Bakery's most important assets is raw materials. When baking, they only use high-end, expensive chocolates. To make delicious and high-quality cakes, they spend a total of RM2500 every month on equipment, including industrial-grade ovens, freezers, and other kitchen needs. The organisation views quality as an investment, so it places a premium on it. CrazePop solely uses dependable sources for acquiring ingredients. For instance, the company's baked goods are made with chocolate sourced only from Callebaut's Finest Belgian Milk Chocolate. A business is self-financed through the owner's own savings. The money is from a variety of sources, including a checking account, a money market account, or an inheritance. After that, we can get a loan from the bank and launch our company. Personal bank loans often offer lower interest rates than credit cards. The lending agreement included every detail. The total amount owed, the interest rate, and the payback timeline are all part of this.

3.1.4 Value Propositions

Quality of food

The company offers high-quality food to their customers, which means that the ingredients used in their dishes are fresh and sourced from reputable suppliers. The quality of food ensures that customers have a positive experience and are likely to return and recommend the restaurant to others.

Premium price

The company charges premium prices for their menu items, which can create an impression of exclusivity and high value for customers. By offering unique and high-quality dishes, the company sets itself apart from lower-price competitors and can attract customers who are willing to pay for that premium experience.

Interesting menu

The company provides an intriguing menu that blends traditional and modern dishes, as well as innovative twists on classic menu items. By offering a range of creative items, the company can cater to a diverse range of customer preferences and stand out from competitors with more traditional menus.

Ambience of the shop

The company's restaurant offers a unique atmosphere, which can help create the overall dining experience. This includes a relaxing and comfortable interior design, friendly staff, and

attention to detail in the presentation of the food. This can create a more enjoyable experience for customers and again set the company apart from competitors.

Overall, the company's value propositions showcase their attention to detail and commitment to offering a high-quality dining experience. By focusing on these pillars, they can differentiate themselves in the marketplace and create a loyal following of customers who appreciate their unique offerings and attention to detail.

3.1.5 Customer Relationships

The ability to build and maintain strong relationships with customers is one of the keys to running a successful business. Maintaining the high quality of the product is essential to developing positive relationships with both the company and the customer. From the various cake designs they've chosen, the packaging, to delivery, and purchasing postage, CrazePop will always uphold the quality of the product.

Their premium quality cakes, which come in a variety of shapes, flavors, and designs, ensure that their cakes are the most exclusive and that other brands cannot compete with them. Next, let's talk about the packaging. To ensure that the cake is delivered or sent via postal service in good condition, they give the customers secure packaging. In addition, they will bubble wrap the box when postage is required. This is to guarantee that their belongings are safe. Additionally, they will deliver their goods using the quickest courier, like Poslaju or DHL. Other than that, Lalamove and Grab will be used by customers who want to pay with "Cash on Delivery." To avoid delays with their products, they are using the quickest courier. This is one of the best ways we have found to build strong relationships with our clients. Additionally, the administration and customer service teams in charge of their store have received the proper training. This is so that we can maintain good relationships with our clients while also strengthening the ties between them and our business. Additionally, they employ pricing strategies like promotional pricing to draw in customers. The majority of people would adore receiving discounted prices when they shop. Therefore, during the first week of each month, the company will create an exclusive discount. Additionally, they enjoy connecting with their customers on social media. Customers can, for instance, leave reviews on the companies' official websites, Instagram, and Facebook pages. They could benefit from it by keeping and enhancing their reputation and expanding their network.

3.1.6 Channels

A successful advertising campaign will spread the word about the product and services, it will attract customers and generate sales. To encourage new customers to buy an existing

product or launching a new service. Informing potential customers about the brand and its products is the first step towards attaining business goals. This involves publishing great content on the company social media profiles, listening to and engaging followers, and running social media advertisement. By being present on social media platforms such as Instagram, Twitter, and Facebook it will help the company to growth their business. CrazePop have their own company social media to reach out their customers. they have been using social media to promote their product for so long. CrazePop updating their social media and use it all the times, making it the best place to market their products and services. Since we are in technology era, CrazePop decided to approach their customers through this channel. Customer can follow @CrazePop on Instagram and on Facebook for updates on new menus and products. CrazePop 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. Moreover, CrazePop also using Shopee as their channel. For customer who likes to shopping online, Shopee is the best place and easy apps to order any products. Thus, CrazePop can easily get any potential customers by using these applications to reach out their customers.

3.1.7 Customer Segments

Customer segmentation refers to who our business's target customer is. It is more about who we expect to buy our product. Without customer the business will doomed to failure. Every customer is different and it's important for the company to have a target to those specific customers that can lead them to buy the products. By dividing customer into different groups that share similar needs, the company can market to each group differently and focus on what each kind of customer needs at any given moment. For customers at CrazePop are primarily sweet tooth people and youngster who enjoy sweet things.

3.1.8 Cost Structure

A company's overall cost structure may be thought of as the accumulation of its many expenses, both fixed and variable. Pricing is determined by businesses using a tool called cost structure analysis, which also helps identify areas of overspending. In order to produce a high-quality end product, they are required to make substantial financial investments in high-quality equipment, ingredients, and other types of raw materials. They get the supplies from two different suppliers that specialize in providing those particular components. They put in RM2,500 per month towards the production of tasty snacks. The whole cost of promoting the bakery is considered to be the advertising cost, which includes all expenditures involved with

advertising, the establishment of a website, the promotion of social media, and any other marketing activities. CrazePop incurs a considerable amount of monthly costs related to the purchase of packaging products such as boxes, bags, labels, and other presentation and packaging items. There is a possibility that the cost structure may shift in accordance with factors such as the size of your business, the amount of production, your location, and so on. The best method to gain an accurate idea of the quantities you may anticipate paying is to do a comprehensive cost analysis that is customized to the requirements of your company.

3.1.9 Revenue Streams

To maximize revenue from this main stream, the company may use various strategies, such as implementing a dynamic pricing strategy, offering promotions or discounts during slow periods, or introducing new menu items regularly. They may also consider adding additional revenue streams, such as merchandise or catering services.

In terms of relating these strategies to the company, the company may choose to use a dynamic pricing strategy to adjust their menu prices based on the time of day or the day of the week. For example, they may offer lower prices for breakfast items during the morning hours or run happy hour promotions on weekdays to attract more customers during typically slow periods.

4.0 FINDINGS

Any business had problems or business-related issues from time to time. This is a typical occurrence that will affect any business. To avoid future and greater risk, the business owner must pay attention to all issues or problems that have arisen. The business owner must recognize the issues that have arisen in their companies, determine the root of the issue, and find a quick fix for the issue to reduce future and greater risk. After doing some extensive study of CrazePop Bakery, we discovered a few problems and issues that the business is facing including the ingredients that they used, the prices of cakes, and the lack of packaging.

4.1 Unhealthy Ingredients

There are issues with customer demand and preferences because some customers desire cake but want healthier ingredients. Healthy food is a choice as chronic diseases spread over the world. In addition, food ingredients are one of the issues as consumers get more selective about what ingredients are inside the cake. The most direct route to business success is pulled by customer loyalty. There is a growing trend towards healthier eating habits and increased awareness of the impact of food choices on overall well-being. Customers are actively seeking healthier options and a cake business that primarily uses unhealthy ingredients may struggle to meet the evolving demands of health-conscious consumers. This can lead to decreased customer interest, lower sales, and limited market growth. Some customers actively choose products low in sugar, vegan, allergen-friendly, and without food coloring that harms our health. Unhealthy ingredients such as refined flour, processed sugars, artificial additives, and trans fats can have a detrimental effect on customers' health. Consuming cakes made with these ingredients regularly can contribute to weight gain, increased risk of chronic diseases like obesity, diabetes, and cardiovascular problems. This can result in a decline in customer satisfaction and a negative perception of CrazePop Bakery's brand. Relying solely on unhealthy ingredients may limit your customer base to those who prioritize indulgence over health considerations. This narrows your potential market, as health-conscious consumers, individuals with dietary restrictions or allergies, and those seeking wholesome alternatives will likely find businesses that offer healthier cake options. By excluding these segments, you miss out on potential customers and revenue opportunities.

4.2 Cake prices are not affordable

The range of prices of cake is not affordable and accessible for any type of group income in Malaysia. Furthermore, it will be a threat to their business to retain the loyalty of customers to keep buying their products. Therefore, if the cake prices are available for any type of group income, consumers will keep continuing to buy their cake. CrazePop Bakery's high prices of their cakes may restrict their customer base to those who are willing able to afford expensive cakes. This limits the market reach and potential customer pool, potentially leading to slower sales growth and reduced market penetration. The customer are often price-sensitive and seek value for their money. If their cakes are priced significantly higher than competitors without clear differentiating factors, customers may choose more affordable options, resulting in decreased demand for your products. Expensive cakes may create a perception of exclusivity and inaccessibility for public. While this may appeal to a niche market seeking luxury, it can alienate customers who view their cakes as unaffordable or only for a select few. This perception may hinder broader brand appeal and customer engagement. Additionally, when they establish a higher price point, it can be challenging for them to adjust prices without facing resistance from existing customers. Lowering prices may raise concerns about quality or create a perception of inconsistency, making it difficult for them to attract new customers who have shifted to more affordable alternatives. It's crucial to find a balance between pricing and value perception to ensure your cakes remain competitive and appealing to a wide range of customers.

4.3 The packaging is not attractive and well-secured

The lack of attractive colors in the packaging design fails to attract new consumers. CrazePop has not made any changes to the look of its packaging in many years, which makes them appear outdated in comparison to those of its competitors. Packaging serves as an important branding tool and contributes to the professional image of your cake business. Without packaging, your cakes may lack a cohesive and recognizable visual identity, making it difficult to build brand awareness and loyalty. Packaging also provides an opportunity to showcase your brand logo, messaging, and other branding elements, enhancing the overall customer experience. Furthermore, without appropriate packaging, cakes are more susceptible to damage during transportation and handling. The lack of protective packaging can result in smudging, crumbling, or deformation of the cake, compromising its quality and appearance. This can lead to customer dissatisfaction, returns, and a negative reputation for your business. Packaging plays a crucial role in maintaining the hygiene and freshness of cakes. If the cakes are not delivered with the proper packaging, cakes are exposed to external contaminants,

such as dirt, dust, and bacteria, which can impact the safety and quality of the product. This can pose health risks to consumers and potentially lead to legal and regulatory issues, today's market, customers expect products to be well-packaged, especially when it comes to food items. The absence of proper packaging may lead to a perception of unprofessionalism, lack of attention to detail, or a lower-quality product. This can result in decreased customer trust, reduced repeat purchases, and a negative impact on your business reputation

5.0 DISCUSSION

Based on the major problem that we have discussed in the finding section, they can improve and fix the problems with a few effective solutions and suggestions. When there are issues or problems, there will be solutions to solve them. Here are some suggestions that we believe will help to improve and solve the problems that they are facing.

5.1 Different tastes of the customer

- **Advantages:** Improved Nutritional Value
- **Disadvantages:** Higher Ingredients Costs

The most important food innovations are around sustainability and health, and many of the current reformulation techniques aim to reduce any unhealthy ingredients which diet-related chronic diseases and enhance health. A small percentage of customers dislike excessively sweet items. It would be preferable to substitute with various sweeteners to reduce the amount of added sugars. Healthy cake ingredients are those that provide nutritional value while still creating a delicious and enjoyable treat. They are typically chosen to reduce or eliminate unhealthy components like refined sugars, unhealthy fats, and processed flour. Here are some key characteristics of healthy cake ingredients such as using whole grain such as oat flour instead of refined white flour. Whole grains retain the bran and germ, providing more fiber, vitamins, and minerals. Other than that, substitute refined sugars with natural sweeteners such as honey or coconut sugar. While they still contain calories, they often have a lower glycemic index and offer more nutrients. Next, incorporate healthy fats like olive oil, coconut oil, or avocado oil instead of butter or margarine. These fats contain beneficial fatty acids and can contribute to a moist texture. Finally, enhance the nutritional profile by adding ingredients such as nuts, seeds, dried fruits, and fresh fruits. These additions provide essential nutrients, fiber, and natural sweetness. Reduced or use alternative dairy such as plant-based alternatives like almond milk, coconut milk, or oat milk instead of cow's milk. Non-dairy yogurt also can be used as an egg replacement in vegan recipes.

5.2 Cake should be available for everyone

- **Advantages:** Equal Opportunities & Increased demand
- **Disadvantages:** Unsustainable Business Environment

The current economic crisis is a sign of outside economic influence. Consumers are flocking to nearby, less expensive cake stores, because they provide more than 10 cake pops in a box for a lower price. Other than that, CrazePop can provide inexpensive alternatives without affecting the quality of the cake. Ensuring that cake prices are affordable for everyone is important for several reasons. Firstly, making cakes affordable ensures that a wider range of people can enjoy them. It promotes inclusivity and allows individuals from various socioeconomic backgrounds to partake in the pleasure of having a treat. Everyone deserves the opportunity to indulge in a delicious cake regardless of their financial situation. Moreover, cakes are often associated with celebrations and special occasions, such as birthdays, weddings, and holidays. By keeping cake prices affordable, we enable more people to participate in these cherished traditions. It allows families and communities to come together and celebrate without financial constraints. Affordable cake prices contribute to equal opportunities for enjoyment. It ensures that individuals with limited financial resources are not excluded from experiencing the joy and happiness that cakes can bring. When cake prices are affordable, more people are likely to keep repurchasing them, which can lead to increased demand. This, in turn, can help boost local bakeries and businesses. It supports small-scale entrepreneurs and encourages their growth and sustainability. Furthermore, affordable cakes can also be an opportunity to promote healthier options. By making healthier ingredients more accessible and competitively priced, individuals are more likely to choose cakes made with whole grains, natural sweeteners, and nutritious additives. This can have a positive impact on public health and well-being.

5.3 Visual identity of its brand by attractive packaging

- **Advantages:** Professionalism and credibility
- **Disadvantages:** Potential mismatch with product expectations

Packaging which originally served only as a means of protecting products during shipping has developed into one of the most important tools for advancing businesses. As a result, CrazePop needs to update its packaging in order to more customers and remain relevant. This comprises using a logo, font, and graphic components to convey a brand's values through

images. Creating a strong visual identity for brand packaging is crucial for effectively representing your cake business. Here are some solutions that we suggest such as investing in well-designed packaging that reflects the quality and uniqueness of cakes. Consider factors like shape, materials, and finishes to create an appealing and visually engaging packaging design. Incorporate your company logo, brand colours, and key messaging on the packaging to reinforce brand recognition. Next, maintain consistency in the packaging design across different cake flavors. This consistency helps create a cohesive brand experience and makes it easier for customers to identify your products. Furthermore, consider using eco-friendly and sustainable packaging materials as this can enhance your brand image and appeal to environmentally conscious consumers. Clearly communicate your commitment to sustainability on the packaging to showcase your brand values. When delivering the packaging use customization or personalization, such as adding custom labels, stickers, or tags with the customer's name or occasion. This can create a personalized touch and make your cakes feel more special to the recipient. Lastly, regularly seek feedback from customers and adapt your packaging design based on their suggestions and preferences. The continuous improvement will help refine the visual identity of your business and packaging to better meet customer expectations.

6.0 RECOMMENDATIONS

We recommend our "Vegan CrazePop" because it offers a range of benefits that cater to various customer needs and preferences. This is because we're not just focusing on one target market but we will ensure that everyone could afford and our cake will be accessible for everyone to purchase it. This will include health consciousness, inclusivity, alignment with personal values, and affordable to everyone. Therefore, we will explain and discuss on what we're going to innovate for the new CrazePop that is healthier for our community and satisfy the needs and wants of consumers.

6.1 Custom cake and redesign the ingredients for more vegan friendly

Our vegan cake is made with wholesome plant-based ingredients that are free from animal products, cholesterol, and saturated fats. It is a healthier alternative to traditional cakes, promoting better heart health, weight management, and overall well-being. By offering a vegan cake, we ensure that individuals with dietary restrictions or allergies can still enjoy a delicious dessert. Next, Our cake is free from common allergens such as dairy, eggs, and sometimes nuts, making it accessible to a wider range of customers. We believe in promoting sustainable and ethical practices. Furthermore, our vegan cake supports animal welfare by eliminating the

use of animal-based ingredients. Additionally, it contributes to reducing the environmental impact of animal agriculture, such as greenhouse gas emissions and deforestation. Veganism is on the rise, and many individuals are actively seeking vegan options. By offering a vegan cake, we tap into this expanding market and meet the increasing demand for plant-based desserts, attracting a broader customer base. Not only that, our vegan cake is not only healthy but also bursting with flavor and creativity. We have carefully crafted recipes that use plant-based ingredients to deliver a delectable and satisfying taste experience for our customers. Choosing vegan options supports a more sustainable food system. Moreover, our vegan cake appeals to individuals who prioritize their health, animal welfare, and environmental sustainability. By recommending our vegan cake, we connect with customers who share these values and provide them with a guilt-free indulgence that aligns with their lifestyle choices. In addition, by showcasing our vegan cake, we encourage customers to consider plant-based alternatives, contributing to a more environmentally friendly and resource-efficient food industry. In summary, our recommended vegan cake offers a combination of health benefits, inclusivity, ethical considerations, and delicious flavors. Therefore, by embracing veganism and offering this option, we strive to provide a positive and fulfilling experience for all our customers.

6.2 Open market share for all types of income groups

By creating high-quality bakery products at reasonable rates, the market can be expanded by focusing on the low-income group. The results will be easily accessible for all income groups. Next, by offering affordable prices for our vegan cake, we ensure that a wider range of customers can enjoy and experience the benefits of a plant-based dessert. Affordability promotes inclusivity, allowing individuals from various income levels to indulge in healthier and ethical treats. Lower prices help break the perception that vegan products are expensive or exclusive. By making our vegan cake affordable, we aim to eliminate the financial barriers that might prevent potential customers from trying or adopting a vegan lifestyle. Affordable pricing expands our customer base and enables us to reach a broader audience. It attracts not only those who actively seek vegan options but also individuals who are curious about plant-based alternatives and are willing to try them without breaking the bank. When customers find affordable vegan options, they are more likely to make repeat purchases, fostering customer loyalty. By offering competitive pricing, we build trust and loyalty with our customers, encouraging them to return and become regular consumers of our vegan cake. The prices that are affordable for our vegan cake allow more people to experience the benefits of plant-based desserts. When individuals discover that they can enjoy a delicious and healthy vegan cake without spending a significant amount, they are more likely to share their positive

experiences with others, promoting word-of-mouth marketing and expanding their customer base further. Lastly, by making our vegan cake affordable, we contribute to the larger movement of promoting plant-based eating. Lower prices make it easier for individuals to make conscious and sustainable food choices, leading to a positive impact on their health, animal welfare, and the environment.

6.3 Create a customized design box with attractive colors

The packaging serves as a medium for communicating our brand. We'll concentrate on the packaging that is really attractive in addition to serving as a container for protecting our product. This can be done by utilizing graphic components, especially those that attraction to the current generation and have practical attraction, such as font, color, and graphic elements. packaging serves as a powerful branding tool. By designing our packaging with a unique and consistent visual identity, including our logo, colors, and typography, we establish brand recognition and make our cakes easily identifiable among competitors. This helps to build brand loyalty and encourages customers to choose our products repeatedly. An attractive packaging design sets our vegan cakes apart from others in the market. It helps to create a distinctive and memorable image, making our cakes stand out among various options. This differentiation can attract new customers, generate curiosity, and drive sales. We will ensure that secure packaging is essential for the safe transportation and delivery of our vegan cakes. It should provide adequate protection against physical damage, moisture, and temperature fluctuations. By ensuring that our cakes arrive in perfect condition, we maintain their freshness and quality, leading to customer satisfaction and positive reviews. Well-designed packaging conveys professionalism and attention to detail, instilling confidence in our customers. It communicates that we take our business seriously and that we care about delivering a premium product. This professionalism contributes to the overall credibility of our brand and can lead to repeat purchases and positive word-of-mouth referrals. By combining attractive design, secure packaging, and sustainable practices, we create a positive brand image, protect the quality of our vegan cakes, and enhance the overall customer experience. This approach helps to differentiate our products, build brand loyalty, and ensure that our customers receive their orders in perfect condition, ready to enjoy our delicious vegan treats.

7.0 CONCLUSION

In conclusion, our BMC (Business Model Canvas) case study of CrazePop Bakery has identified several challenges and provided solutions to address them. We have also recommended the introduction of an innovative product, the vegan cake, to cater to the growing demand for healthier and ethical dessert options. CrazePop Bakery, located at A-G-02, Damai Hillpark, Jln Damai Perdana 6/1F, Bandar Damai Perdana, 56000 Cheras, Wilayah Persekutuan Kuala Lumpur, is a sole proprietorship business owned by Nur. Nur, who has a background in Art and Design, transitioned from her career as a graphic designer to pursue her passion for baking. CrazePop Bakery started with the introduction of its signature product, the Oreo truffle. Initially relying on Facebook for marketing, Nur quickly recognized the potential of her product and decided to expand her business. In 2018, she hired a baker to assist with the growing demand.

The case study of CrazePop Bakery provides valuable insights into how the business is operated and highlights potential problems that can be addressed with appropriate solutions. CrazePop Bakery faced challenges such as using unhealthy cake ingredients, high cake prices, and a lack of attractive packaging. To overcome these challenges, we suggested incorporating healthy cake ingredients to improve the nutritional value of the products, making the cakes more affordable to ensure accessibility for a wider customer base, and implementing attractive packaging to enhance the overall customer experience.

By introducing the innovative product of a vegan cake, we tap into the rising trend of plant-based eating and cater to customers seeking healthier and ethical dessert alternatives. We highlighted the advantages of a vegan cake, including the health benefits, allergy-friendliness, ethical considerations, and alignment with dietary preferences. We also emphasized the importance of affordable pricing to make vegan cake accessible to a broader audience. Furthermore, we recommended ensuring attractive and secure packaging for the vegan cake to enhance visual appeal, brand recognition, and protection during delivery. By prioritizing sustainability in packaging choices, we align with environmental values and contribute to an eco-friendlier business model.

Overall, our BMC case study, along with the proposed solutions and recommendations, positions CrazePop Bakery to overcome its challenges, meet customer demands, and thrive in the competitive bakery industry. By embracing innovation, health consciousness, affordability, and sustainability, CrazePop Bakery can establish itself as a leader in providing delicious, ethical, and inclusive dessert options to a wide range of customers.

8.0 REFERENCES

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Instagram. (n.d.). <https://www.instagram.com/crazepop/?hl=en>

9.0 APPENDICES

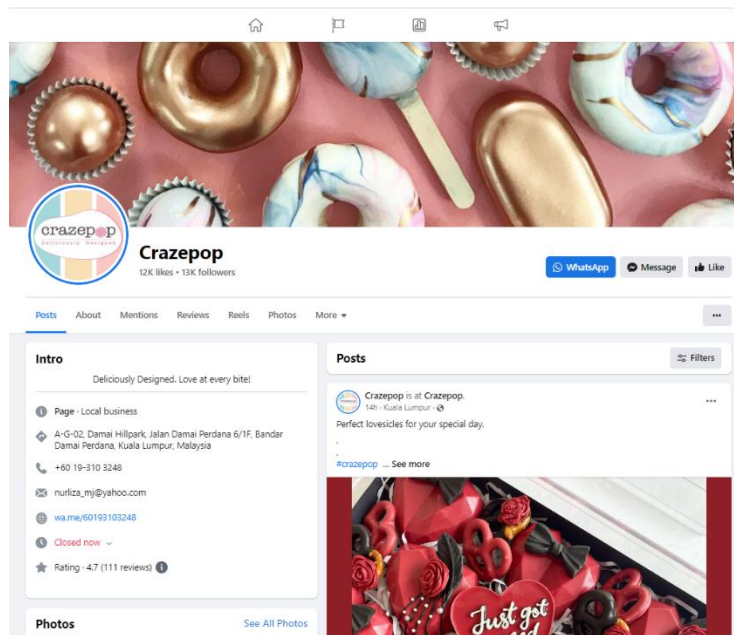


Figure 1: CrazePop Instagram

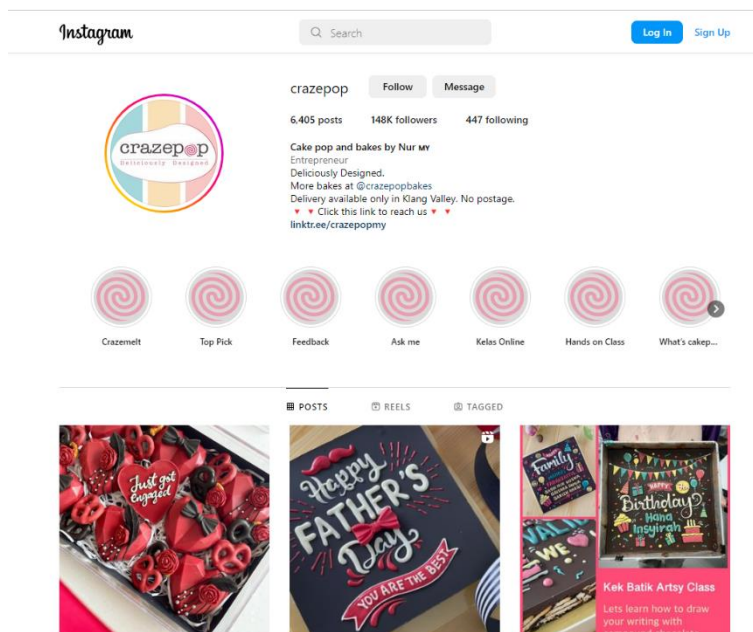


Figure 2: CrazePop Facebook



Figure 3: CrazePop Bakery in Bandar Damai Perdana



Figure 4: The Owner of CrazePop



Figure 5: The product