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UNIVERSITI
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DIPLOMA IN BUSINESS STUDIES
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BUSINESS MODEL CANVAS

“ Delizioso Caffè Da Dessert ”

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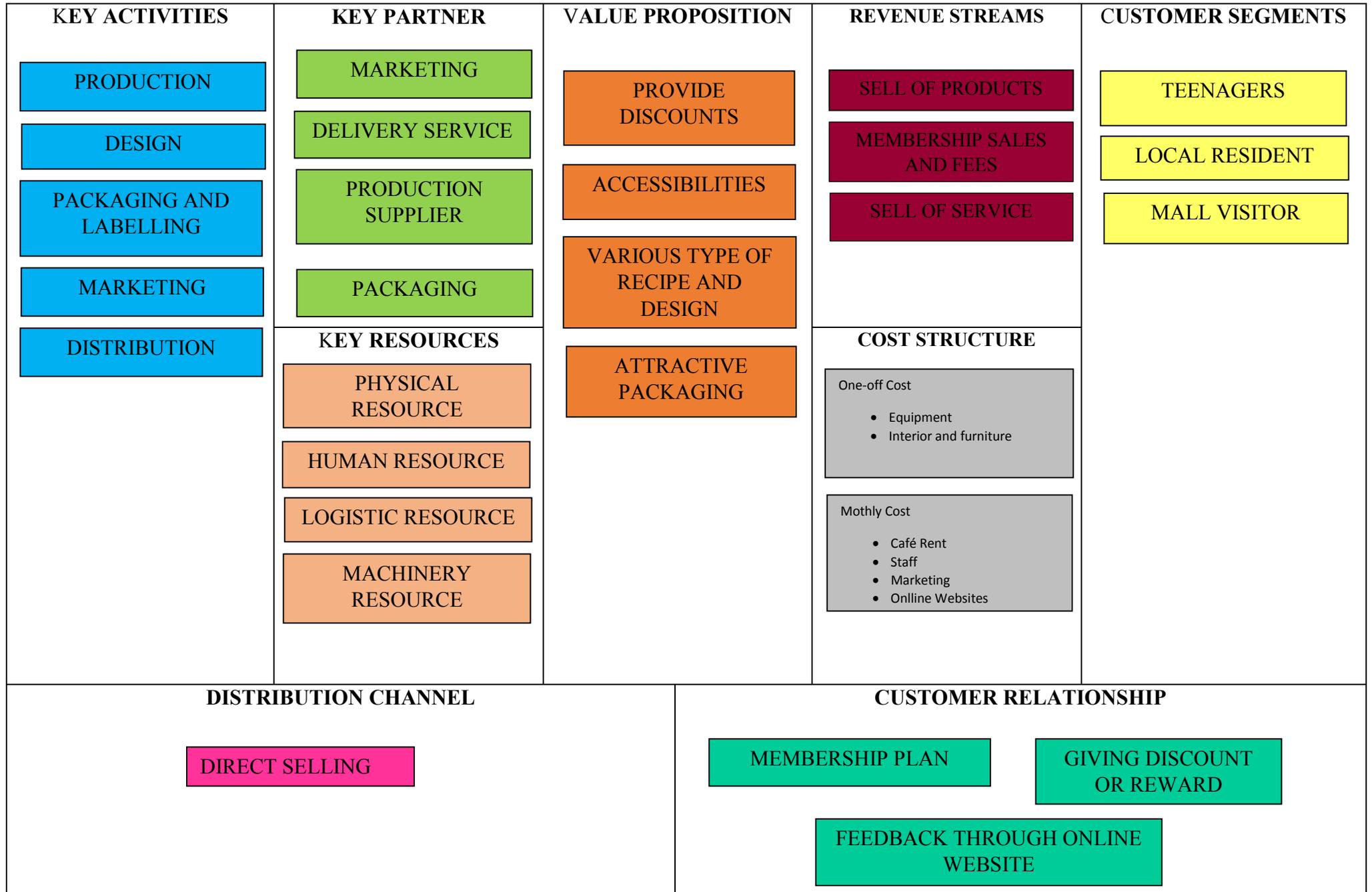
INTRODUCTION ABOUT THE BUSINESS

The business name is Delizioso Caffè Da Dessert. The name was inspired by the taste of delicious of the creamy of pudding and ice cream that would make everyone mouthwatering just by hear the name of it. The dessert is made with milk, cream, various sugars, and flavouring such as fresh fruit and nut purees. The taste is very incredible and that is what make our product will be. As for the nature of the business, we are producing pudding as our main activities. We produced various type of pudding such as tapioca pudding, vanilla pudding, panna cotta, tropicana pudding, chocolate pudding, banana pudding and not to forget our main flavour that is widespread around the world about how the taste it is which Cotton Candy Freezy Pudding Ice Cream.

As for now, we only had one dessert lounge café that are located in Alor Setar, Kedah. The location of the café is at the Blok D No. 23. The chosen location can be considered as strategic location for a unique and comfortable café. Hence, the location is perfect to ensure our business will keep going as it will attract people to pass by our café, especially the teenagers since our café is located at the town.

For further information, our business has been registered on 23 September 2019. After registration with the SSM, we have taken a very first to open up a café and start the business on 1 November 2019. Just like other business people, our future prospect is also to create more branches and promote our product at the International level. We are also aiming to be one of the successful dessert business and the first choice of customer and not only in Malaysia but also in the other countries. Besides, we are committed to produce the highest quality dessert using most magnificent ingredient and will always continuously improve all the aspect of our business and products.

Lastly, we are Muslim friendly dessert business which is we do not use any Non-Halal ingredient in our products. That means, our product is free from nay component that Muslim prohibited from consuming according to Islamic law. Not only that, the processed, made, produced, manufactured and stored using equipment or machinery that have been cleansed according to the Islamic law. It is clearly stated here that our policy is to make sure everyone can taste our delicious and tasty products.



1. VALUE PROPOSITION.

A value proposition is a promise of value stated by a company that summarizes how the benefit of the company's product or service will be delivered, experienced, and acquired. Currently, as we know desserts are a bit hard to find anywhere, especially for those who are living in the relatively remote areas. Customers who are living in that area are often find it difficult to travel to urban areas due to major issues such as transportation and time issues. On behalf of our store company, we offer a several ways of services that help our customers, especially for those who are living in the remote areas.

i. Accessibilities.

For those who are having difficulty coming to our store, we are provide with home-based or well known as delivery services. With this type of service, customers only need to browse our company website or just download our company's apps to book and provide customer information to facilitate our delivery of delivery services to the destination. This type of service will provide much better service that our company can provide to our customers and with the latest technology will provide a new experience for our staff and to our customers.

ii. Various type of recipe and design of dessert.

On behalf of our company, we provide the most attractive and most successful dessert (and sale) menus with the most popular tastes. In our dessert shop, we have several main ingredients which is chocolate, citrus, coffee, custard and cheese and caramel. To meet our customers' tastes, they can also provide their own design products to make their favorite desserts look more attractive to them. We are also hiring a qualified staff which is good at designing the dessert and in culinary in baking dessert.

iii. Discount.

To attract more people and customer to come to our dessert shop, we also offered to our customers with the high quality products and discount 20% - 40% on the customers birthday and for those who are register a membership plan with us.

iv. Attractive packaging.

In terms of packaging, we have come out with some interesting designs to attract buyers. The packaging plays an important role in ensuring that the desserts in the packaging are not easily damaged. Moreover, product packaging plays an important role in provide information such as instruction, ingredients, expire date. So that customers can know about that products. For example, in the line of food products, we provide the packaging with "nutrition facts" information tag on the product.