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UNIVERSITI
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BUSINESS MODEL CANVAS FOR TIFFIN CARRIER LUNCH DELIVERY

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1. Introduction



Tiffin is established in Asia during the British colonial era in the late 18th century. The word tiffin was coined to mean any culinary indulgence within the day typically between breakfast and dinner. Today, tiffin means a packed lunch box, afternoon tea, a savory snack, or sweet meal.

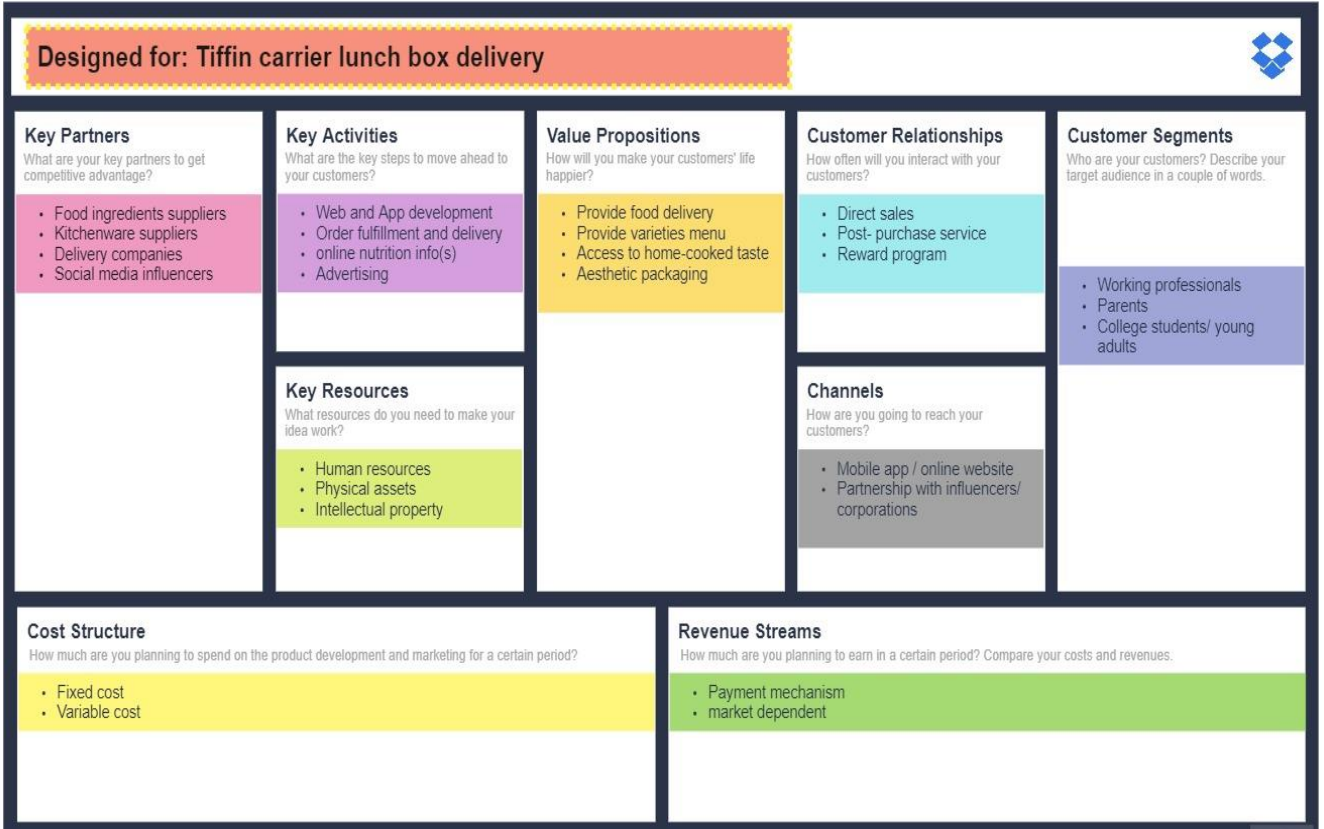
The tiffin culture widespread throughout Asia and was popular until the 60s. The tiffin is known by many names in many cultures. For example: mangkuk tingkat (Malay), rantang (Indonesia), safartas (Arab), dabba (India). The tiffin ranges from the simple 2 tiers to the more elaborate 4 tiers. Previously, tiffin carriers were the first thing that came to mind when thinking of transporting and storing foods.

Over time, there is decline in the use of tiffin carriers due to the onset of more and more restaurants, fast foods chains and with the advancement of food packaging. However, the fast packaging leaves a damaging trail of destruction to our environment. Due to this, I would like to retrieve back the use of tiffin carriers as packaging of foods. The idea of my business is to prepare meals, packed it in tiffin carriers and deliver it freshly to my customers.

Using the contemporary tiffin carriers of today, which the form and overall shapes are attractive and designed to ensure easy cleaning and maintenance. Primarily made of stainless steel, it is manufactured to comply with food grade standards and ensured that it is safe and hygienic.



2. BMC – 9 Blocks



Source: [Strategyzer.com](https://www.strategyzer.com) 

3. Value proposition

The nature of my business is to prepare meals, packed it in the tiffin carriers and deliver it freshly to my customers. So, the value proposition of my business is to provide deliveries, prepare various menus, offered a home-cooked taste, and retrieve the usage of tiffin for better environment and aesthetic value.

Providing deliveries; nowadays, almost every food businesses provide deliveries to their customers. People are getting busier from day to day, so by providing food deliveries, customers can be at ease and have their food just in time.

Prepared various menus; I will prepare the menus of the day and customers able to choose from the given menu option. Every menu is different from the day before, this is to avoid customers become bored of the same taste of food.

Offered a home-cooked taste; food deliveries are often fast foods. It is my target to offer a home style meals to my customers. Not only it is healthier but it is much worthy than mere fast foods.

Retrieving the usage of tiffin; the advancement of food packaging has leaves a damaging trails of destruction to our environment. Therefore, it is my aim to provide food delivery in a recyclable packaging to ensure the well-being of our environment. Besides, the tiffin carrier is beautiful and is aesthetic. It really attractive and easy to pack various form of food.