



اَوْنِيُو تِكْنُوْلُو جِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)**

BUSINESS MODEL CANVAS (BMC)

KBA1115B

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1. INTRODUCTION



BIBIMBAP KITCHEN ENT. I-CITY CENTRAL

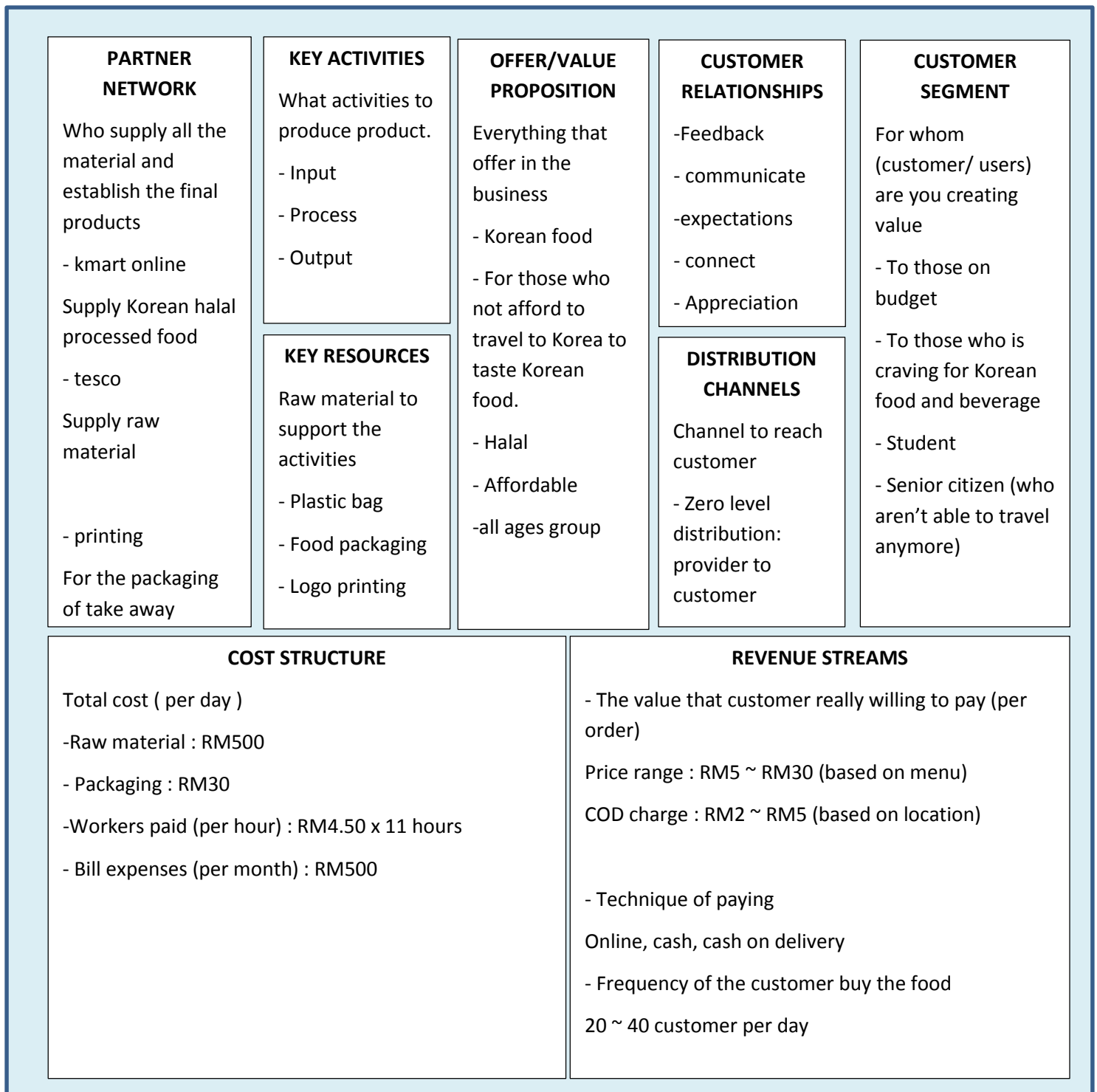
SHAH ALAM, SELANGOR DARUL EHSAN

- Business details :
- Business name : Bibimbap Kitchen
- Owner : Nurul Syahirah Binti Akmal Aziz
- No.phone : 019-5643413
- Business address : 1, i-City, Persiaran Multimedia Seksyen 7
40000 Shah Alam, Selangor Darul Ehsan
- Business Registration number : A14099910-W
- Business type : enterprise
- Business : Korean Restaurant
- Operating hours : 10am ~ 10pm (Monday to Sunday)

Korean cuisine is the customary cooking traditions and practices of the culinary arts of Korea. Korean cuisine has evolved through centuries of social and political change. Originating from ancient agricultural and nomadic traditions in Korea and southern Manchuria, Korean cuisine has evolved through a complex interaction of the natural environment and different cultural trends.

2. BUSINESS MODEL CANVAS (BMC) – 9 BLOCKS

Business : Bibimbap Kitchen (Korean cuisine)



2.1 VALUE PROPOSITION

The value or offering that we deliver to the customer is Korean cuisine. Korean cuisine is largely based on rice, vegetables, and (at least in the South) meats. Traditional Korean meals are named for the number of side dishes (반찬, banchan) that accompany steam-cooked short-grain rice. Kimchi is served at nearly every meal. Commonly used ingredients include sesame oil, doenjang (fermented bean paste), soy sauce, salt, garlic, ginger, gochutgaru (pepper flakes), gochujang (fermented red chili paste) and napa cabbage.

Our main goal in operating this business is to serve Korean vibes and food to those who never had any opportunities to travel to South Korea due to work and studies. We bring the Korean dishes closer to them to let them experience the taste of Korean dishes. Those who are busy with work and studies may grab this opportunity to follow one of the popular trends nowadays without need to spend a lot of money on broad. Bibimbap Kitchen also suitable for all ages as the restaurant is family friendly and the food and beverage suitable for all.

Some might be complaining that even though they had travel to South Korea, it is hard to find halal Korean food. But here in bibimbap kitchen we are offering halal Korean cuisine as majority of Malaysian are Muslim. Hence, the customer does not need to doubt on the food and could enjoy the food with no worries.

Bibimbap kitchen are not only trusted but also affordable for all as the price rate starting from RM5 to RM30. Therefore, students are one of our targeted customer as they are seeking for a restaurant within their budget and could save a lot of money and time as they does not need to travel far away just to had a taste of Korean cuisine.

2.2 CUSTOMER SEGMENT