



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**THE STORK**

**BUSINESS MODEL CANVAS**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**FACULTY** : Faculty of Administrative Science and Policy Studies

**PROGRAMME** : Bachelor of Administrative Science (Hons.)

**SEMESTER** : Part 3

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## **Executive Summary**

The name of the company is 'The Stork' in which the headquarters is located at Metrocity, Kuching, Sarawak. This company is majoring in the business activity of food delivery service. The coverage area of the delivery service is currently enclosing the whole Kuching division with an aim to eventually spread out to the whole Malaysia.

The mission of this company is to serve delicious meal to the people without them doing the hassle job. We aim to make the food delivery as an effortless and comfortable experience for all the food lovers out there. On the other hand, the vision of this company is to be able to spread out this delivery service to the whole Malaysia and ultimately, to the other countries

The management team that involve in this business is general manager, marketing manager, financial manager, administrative manager and operational and production manager. All this manager had their excellent career in their respective position at other companies before but this is the first time for them in managing the current business line.

## **(1) Introduction**

### **(1.1) Company Background**

This company is formed from the partnership between Awang Umar Bin Awang Hambali and Velentine Anak Mayang and expected to start the business operation on 1<sup>st</sup> July 2020. It will be named “The Stork” in which the word “Stork” is derived from the European folklore, a story where it is said that the stork is responsible for bringing babies to new parents. Assimilated to the company business activities, it is portrayed that the stork(service) is carrying the food for the customers.

This company business activity is heavily focus on the service of food delivery. The cycle of process of the service is initiated by a customer who browsed our company’s apps which could be downloaded for free in the Google Play for Android phone user or App Store for Iphone user. Then, upon the many selection of restaurant or food vendor available in the apps, the customer will then pick their desired food or drink and put them for order. Their order will then be picked up by our random but appropriate food delivery rider. They will pick up the food and/or drink from the restaurants selected and delivered it to the customer’s location.

Eventhough this company business activity will mainly be operated by the food delivery workers who will be scattered around Kuching(in the early phase). However, for administration purposes, this company intended to rent a shoplot, ‘No. 8B Lot 14188 Metrocity Section 65 KTLD, 93050 Kuching, Sarawak’. The selection of this shoplot is because of the strategic location and high population residents around the area.

For contact purposes, this company have set up various platform of communication to ease and strengthen our relationship with potential partners and customers. Those platform are :

- i. Telephone number : 0154-677 6363
- ii. Email address : support\_inquiry@thestork.my
- iii. Website adress : www.thestork.my
- iv. Mobile apps : The Stork
- v. Facebook account : The Stork MY
- vi. Twitter account : @thestork\_my
- vii. Instagram account : @thestork\_my

## (1.2) Problem Statement

The time have changes, not only in the term of nature of buying food, but also the environment that surrounds it. Before, the process was only going out of home towards the restaurant, orders the food, get the food and immediately went back home or opted to just eat it in the restaurant itself. But rarely that is the situation today. Nowadays, with the increase of population, work commitement and vehicles on the road and the decrease of space and time, it leads to the experience of buying a pack of meal as a not-so-great adventure. The people do not want to waste their energy to go out and hussle just to get a pack of meal. Various obstacles especially from the urban people such as living in high living place such as apartment, traffic congestion, paid parking and long ordering queue caused disinterest for the related people. This eventually cause the people to seak for an alternative that could help them to ease their problems. Ultimately, the people then turn towards the food delivery services and this caused the new trend and high demand for this service.

## (1.3) SWOT Analysis

Strengths	Weaknesses
(i) Investments (ii) Established brand (iii) Plentiful delivery riders on standby to receive delivery request	(i) Restaurant and food vendors option limited to only established or well known one (ii) Limitation of delivery coverage area
Opportunities	Threats
(i) The current trend of ordering outside food to be eaten inside home or office. (ii) The spread of disease such as Covid-19.	(i) Huge trouble upon the possibility of strikes or walkout from the delivery riders upon any grievances. (ii) Possibility of economic recession.

Table 1.3.1 SWOT Analysis Table Of Two Competitors (Foodpanda & Grabfood)

During the business plan of this food delivery service company, this company has identified 'Foodpanda' and 'GrabFood' as the two(2) most closest competitors in the similar business activity sector. Thus, we have carried out a SWOT (Strength,Weakness,Opportunities, Threat) analysis upon this two(2) company in order to eventually improved and seek for opportunities to gain more profit, expand the company and eventually become an influential food delivery service company.