



اَوْنِيْفُوْرَسِيْتِيْ بَاتِيْكُونُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

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ENT 300

TITLE:

BUSINESS MODEL CANVAS (RAMLY GROUP)

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2. INTRODUCTION

Ramly Group is a local Bumiputera owned small and medium enterprise. The main aim of the Ramly Burger is to produce Halal, hygienic, and high-quality products. The firm is under the name Ramly Food Processing Sdn Bhd also known as Perusahaan Burger Ramly Mokni Sdn Bhd and there are 10 groups of companies operating under Ramly Group. They are Ramly Food Industries Sdn Bhd, Ramly Food Processing Sdn Bhd, Ramly Food Marketing Sdn Bhd, Ramly Food Services Sdn Bhd, Ramly Halal Logistic Sdn Bhd, Ramly Halal Mart Sdn Bhd, Ramly Project Management Sdn Bhd, Ramly Poultry Management Sdn Bhd, Ramly Halal Kiosk Sdn Bhd, and Ramly Mokni Holding Sdn Bhd.

Founded by Dato' Dr. Haji Ramly bin Mokni with the help of his wife, Datin Hajjah Shala Siah binti Abdul Manap. His son Mohd Zaharin bin Dato Dr. Haji Ramly and his daughter Siti Hayu binti Dato Dr. Haji Ramly as the director of the company. In the 1970s, imported meat became very popular in Malaysia and he saw the opportunity to have burger meat locally which produced at high volume could match the standard of the imported meat while maintaining its Halal standard. Our country became obsessed with illegal halal issues related to this meat burger. So he as a butcher took this opportunity to make his own and sell home-cooked burgers with the help of his wife.

Food safety and quality control systems were also emphasized and microbiology laboratories were set up to ensure that the products fulfill the food safety criteria outlined, by following with the recognition received from Malaysian Department of Veterinary Services (JPV) through the relevant Food Safety Program Certificate on the location and manner of meat supply procured and ensured that animals were slaughtered according to Islamic law. Also, meat supplies are sourced from Jakim's approved suppliers and quality assurance by JPV.

3. KEY PARTNERS

Key partners are the relationships that you have with other business, governmental, or non-consumer entities that help your business model work. For Ramly Group to get their business well operate and reduce some risk so they decided to form a partnership with the wholesaler and supermarket. The wholesalers are buying their product as wholesale to ensure the profitability of their product. The supermarket such as Tesco and Mydin help the customer to find an affordable price for them to make any choice for buying the products. Both of these partners gave such a huge impact to Ramly Group since they helped them succeed. The formation of partnership not only gain trustworthy among the company and partner but it also can avoid any copyright lawsuit against each other.















4. KEY ACTIVITIES

Key activities are the things that you add value and what the company must do to make the business work. To be a successful company, they need to take action for the other aware of their business presence. The key activities will help the company to gain profit through the quality control and branding their product. Ramly Group always making sure its products are safe, secure, clean, and in good taste. The customer will get the same taste even they buy the same product such as they buy two packets of nuggets, they will taste both the nuggets in the packet are the same. Ramly Group also sharpen their branding of the products. They renew the packaging to look more fancy and attractive so the customer will choose to buy their products instead of others.

Team or Company Name:
RAMLY FOOD PROCESSING SDN BHD

Date:
MM/DD/YY

Primary Canvas
 Alternative Canvas

| | | | | |
|---|---|--|--|--|
| <p><i>Key Partners</i></p> <ul style="list-style-type: none"> • WHOLESALER • SUPERMARKET    | <p><i>Key Activities</i></p> <ul style="list-style-type: none"> • QUALITY CONTROL • BRANDING   <p><i>Key Resources</i></p> <ul style="list-style-type: none"> • EMPLOYEES • PRODUCTS   | <p><i>Value Proposition</i></p> <ul style="list-style-type: none"> • HALAL CERTIFIED MEAT • AFFORDABLE TO PURCHASE   | <p><i>Customer Relationships</i></p> <ul style="list-style-type: none"> • PERSONAL INTERACTION IN KIOSK • E-WALLET  <p><i>Channels</i></p> <ul style="list-style-type: none"> • WEBSITE • KIOSK  | <p><i>Customer Segments</i></p> <ul style="list-style-type: none"> • MUSLIM • FAST FOOD AND FROZEN FOOD LOVER  |
| <p><i>Cost Structure</i></p> <ul style="list-style-type: none"> • PAYROLL EXPENSES FOR THE EMPLOYEES • RENT (KIOSK SPACE)  | | <p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> • FRANCHISING • IN-STORE PURCHASE  | | |

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