



اُنِيُو تِكْنُو لُو جِي مَارَا
UNIVERSITI
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MARA



BUSINESS MODEL CANVAS

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PROJECT TITLE : THE HAPPY BAKERS

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EXECUTIVE SUMMARY

At this time the bakery business is gaining popularity from customers. This business is also growing in Malaysia. The Happy Bakers located at Taman Lagenda Melaka. We specialize in the production of buns, pastries, cakes and cookies.

The Happy Bakers is a business that carries out activities of making, accepting orders and also distributing bakery-based products such as various types of cakes such as cupcakes, macaroon, cookies and various types of cakes. We also accept online booking, phone and even walk in. The Happy Bakers is located in the center of Melaka which is the focus of many, including tourists from outside Melaka. We chose this place because of the dense population distribution and close to big supermarkets like Aeon and Tesco. We provide services to make and sell cakes, breads, cookies, buns and pastries to residents around the city of Melaka. We accept orders for various occasions such as ordering 'cupcakes' as souvenirs for certain occasions. We have distributed many 'brochures' in residential areas and offices to get information about our business. In fact, we have also built a website for customers to see examples of these bakeries in more detail. Therefore, customers can make a reservation through the website provided or contact us by phone number on the 'brochure' appendix and has been distributed at any convenient time. All negotiations will be conducted well according to customer's request.

1.0 INTRODUCTION

1.1 BUSINESS BACKGROUND



| | |
|--|---|
| Name of Company | The Happy Bakers |
| Nature of Business | Partnership |
| Industry Profile | Bakery Product |
| Location of the Business | The Happy Bakers, 34, Jalan Lagenda 1, Taman Lagenda Mas, 75400 Melaka |
| Date of Business Commencement | 1 st October 2020 |
| Date of Registration | 24 th October 2020 |
| Factors in Selecting the Proposed Business | <ul style="list-style-type: none"> • Less bakery at Taman Lagenda, Melaka. • Loves to bake and share the taste of own recipe with peoples. • Create job opportunities for local peoples. |
| Future Prospect of the Business | <ul style="list-style-type: none"> • Hire more workers in our business and train them properly during training institutions. • Find better quality resources to improvise our products. • Look for opportunity to open new branches and grow nationwide. |

Description:

The Happy Bakers specialize in the production of buns, cakes, cookies and pastries. With only using the selected freshest ingredient, our products are made with combination of recipes and strict quality control so that local peoples can enjoy the first-rate taste and fine quality of our various bakery products.

The target market of The Happy Bakers are working personnel that loves cake, buns, cookies and pastries. The Happy Bakers has 11 staffs who are very dedicated and well-trained that will ensure this business runs well.

Our bakery offers a personalised full-service dining experience with friendly services and comfort environment so that our customer could relaxed and feel the peace surrounding in our shop and be happy to enjoy quality time and have a good food with family and friends.

1.2 PROBLEM STATEMENT

i. Customer's Demand

Less bakeries located in Taman Lagenda, Melaka has made the the demand increased. Some people already get bored with the existing bakeries and starts to ask for something new that have a better taste.

ii. Handling difficult customers

Each of the customer have a unique behaviour and some of them are not pleasant and very difficult to handle. The communication will be very crucial key to face this problem. Some people will easily get angry when their wants is not fulfilled.

iii. Last minute order

Few customers tend to order event cakes at the very last minute. This will bring difficult to the bakers because they need to re-check the existing orders and have limited time to be prepared.

iv. Costs of marketing

A lot of budget is needed for this cause. A good marketing campaign will help this business to build a brand that are well known enough to sustained for a long run. This is essential because we are still new and not well known.