



اُنْبُوْرَسِيْتِي تِيْكُوْلُوْجِي مَارَا  
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## BUSINESS MODEL CANVAS PASTRY LADIES

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## **EXECUTIVE SUMMARY**

Pastry Ladies is a start-up Doughnut ice cream retail establishment where it serves doughnut and premium ice cream and serve with unique cup and card “Thank you”. The company provides many flavors of ice creams that suits Malaysians' taste.

This Business Model Canvas will show us how to establish a new idea and improve the flow of doing business, as well as assist us in obtaining a loan or grant from a financial institution. This study would also address the value of the business model canvas of the information found in the BMC for Pastry Ladies. Osterwalder's Business Model Canvas has nine columns on it, and Pastry Ladies uses each part of the canvas. The canvas elements have included customer segments, customer relationship, value proposition, channels, key activities, key resources, key partners, cost structure and, finally, revenue stream.

Furthermore, the content of the Business Model Canvas addressed all aspects of a new start-up business in order to assist novices to the field in determining what is most significant. It also contains a SWOT analysis of competitors to obtain a sense of what is a real deal of the market in the same line of business, so that we are aware of what is likely to happen in the future. Business Model Canvas is also a finished proposal for obtaining loans or grants from financial institutions, as they need to view the business idea to determine whether it is viable and profitable. As a result, a well-designed and comprehensive Business Model Canvas can persuade a financial institution to provide you with a loan or grant.

## **1.0 Introduction**

Pastry Ladies is a doughnut ice cream café located at Bandar Sri Damansara, Selangor. This doughnut café is a famous one because we serve many various kinds of doughnut ice cream and the doughnut texture is really delicious, unique and really rare to find in this area. Moreover, they set the prices of every doughnut in a cheap price which is more than worthy for the customers.

Pastry Ladies was founded in 2019 by 4 partnerships which are best friends. Our passions toward baking and pastry has bringing them to this doughnut ice cream business. We learnt pastry and baking via internet which is very passionate because nowadays, knowledge are everywhere and we are the one who going to decide whether we want it or did not want it. In the cases of Pastry Ladies, we are very keen to learn and start the business.

Before this, we used to sell cakes but they did not see it as we wished to see because we love to make something different and special and bizarre which is making people keen to give a try in every of their menus. Hence, we were making lots of improvement and other initiative to make it happens. Since we are very tempted to make the specializations in their menu, we promised to ourselves to always keep trying and make our wishes come true. Until one day at 2019, we succeed to opened our own Pastry Ladies doughnut ice cream café.

Furthermore, Business Model Canvas bring the purpose as to analyze the business structure of Pastry Ladies café and to identify on how this café get involve in their daily basis activities and to see on how this business are being conducted. Other than that, this Business Model Canvas also is important for us to rise our knowledge and understanding of the business as well as to generate the good innovation in an organization.

Moreover, our target customers of Pastry Ladies are kids, teenage and parents. This is because, apparently ice cream doughnut is kind of desert and desert are tended to gain a customer attention by these phases of ages. In addition, our doughnuts have the variable type of flavors and design which make a very massive attention especially to the kids and teenage. Hence, talking of which, kids and teenagers have a big interested in colorful items just like our doughnuts, because we create such colorful doughnuts with colorful ice cream on the top and provide many funny and cute shapes as well. Other than kids, most of our customers that came from parents are influences by their kids and make them even more tempted to give it a try and have some for them too and as a result, they fall in love with our ice cream doughnuts.