



## BUSINESS MODEL CANVAS

### PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

**FACULTY** : ART & DESIGN  
**PROGRAMME** : BACHELOR OF ART GRAPHIC DESIGN (HONS.)  
**GROUP** : AD421 5C  
**SEMESTER** : SEMESTER 5  
**PROJECT TITLE** : BUSINESS MODEL CANVAS  
**LECTURER** : PUAN RAHAYU BINTI HASANORDIN

NO.	NAME	STUDENT ID.
1.	AISYAH BINTI IDRIS	2020956079
2.	SITI HAJAR BINTI OSMAN	2020961457
3.	INTAN DAYANA BINTI MUSHAYA	2020956041
4.	NOR SYADIANA AUNI BINTI SAIPON AZAMAN	2020954069
5.	SITI BALQISH HAKIMAH BINTI AMIRUDDIN	2019341647
6.	NUR IZZATI ATHILAH BINTI SHAHRIR	2020989501
7.	NUR AFIFAH BINTI ZOLKEPLI	2020955741

## TABLE OF CONTENT

TITLE PAGE	1
TABLE OF CONTENT	2
ACKNOWLEDGEMENT	3
LIST OF FIGURES	4
<b>EXECUTIVE SUMMARY</b>	4
<b>1. INTRODUCTION</b>	5
1.1 Company Background	5-6
1.2 Problem Statement	7-8
1.3 Opportunity Recognition	9-10
1.4 SWOT analysis (two competitors)	11-15
1.5 Purpose of business model canvas preparation	16
<b>2. BUSINESS PROPOSAL</b>	17
2.1 Business Model Canvas (BMC)	17
2.2 Explanation of BMC	17-24
<b>CONCLUSION</b>	25
<b>APPENDICES</b>	26-27

## **ACKNOWLEDGEMENT**

In the name of Allah SWT, The Almighty, for his showers of blessing and strengths for us to complete this Business Model Canvas (BMC) report for Principles of Entrepreneurship (ENT530) without any problems, for giving us strength and simplify all our matters in going through this report progress. Besides that, we would like to thank and express our deepest appreciation to those who willingly helped us out with their abilities and provide us the possibility to complete this report.

We would like to thank our entrepreneurship lecturer, Puan Rahayu Binti Hasanordin, for giving us necessary information regarding the task in completing this BMC report, as well as supporting and giving us guidance from the beginning until the end of this group assignment.

Also, a big thank you to family and friends for encouraging, supporting, especially giving mental support to do our best, to succeed this report together, and also great groupmates who cooperated well with each other during this process of completing the BMC report. Honestly, this report could not be completed without their support and guidance.

## **EXECUTIVE SUMMARY**

Pizza is an amazingly popular food and Domino's is one of the leading pizzerias in Malaysia providing exceptional delivery service. Domino's Pizza started with just one store called "DomiNick's" bought by brothers Tom and James Monaghan for \$500 in 1960. James traded his half of the business to Tom in 1965, and renamed the business Domino's Pizza Inc.

The SWOT analysis has been carried out by doing some research on their competitors, which would have a range of impacts on Domino's Pizza. The strengths and weaknesses are the internal factors whereas opportunities and threats are the external factors. Pizza Hut and Papa John's are Domino's Pizza competitors that were included in our list. Pizza hut use hygienic food preparation and provide excellent service meanwhile Papa John's employees only use fresh ingredients that their customers perceive as premium taste on fresh ingredients of high quality.

The Company Model Canvas divides the business model into manageable segments such as Key Partners, Key Activities, Key Resources, Customer Relationships, Channels, Customer Segments, Value Propositions, Cost Structure, and Revenue Streams. The business model canvas is a valuable tool, and it might well be used to develop a better understanding of one's own or a competitor's business model. For example, as we can see at point 2.2 Explanation of BMC for first paragraph of Key Partners, Domino's Pizza has created good relationships with their Suppliers and Vendor Partners who provide high quality ingredients to ensure customers can enjoy fresh, quality products and equipment used in the Company's pizza and dough preparation operations, as well as third party providers of services that support the Company's corporate activities. Besides that, Domino's Pizza has been corporate with famous brand name's partners who will reduce risk for product quality or the price fluctuation.

This Business Model Canvas (BMC) report will include Domino's company information, SWOT analysis company and two other competitors in terms of strength, weakness, opportunities and threats. Furthermore, we also study the table of Business Model Canvas Domino's Pizza to establish a clear picture of the company's model and how it should operate. From the study of (BMC), We are also able to identify problems and develop solutions. Where those solutions will be able to assist Domino's Pizza in gaining market share and increasing profits.

## 1.1 COMPANY BACKGROUND

Domino's Pizza Malaysia was the largest Domino's market in Southeast Asia and the fifth largest in Asia Pacific in Q2 2017. Dommal Food Services Sdn Bhd, the major franchisee, manages Domino's Malaysia, which was established in 1997. Pizza is a hugely popular cuisine, and Domino's is one of the major pizzerias in Malaysia by offering excellent delivery service. As of 2019, Domino's Malaysia has more than 240 strategically positioned pizza restaurants, and they are constantly expanding their store counts in order to serve more pizza enthusiasts countrywide.

Domino's Pizza takes pride in its commitment to improving the lives of its customers, workers, partners, shareholders, and communities. As one of Malaysia's most loved businesses, they will go above and beyond to make their customers happy while also upholding their philosophy of "sell more pizza, have more fun." With its product satisfaction guarantee, 30-minute delivery promise, and 15-minute take-away promise, Domino's is devoted to providing consumers with the finest pizza delivery experience, embracing their company's concept of smart hustle.

Domino's Pizza has pioneered several firsts in its digital platforms as it forges ahead as an e-commerce organization. Domino's Pizza Malaysia has made the most of the digital world, beginning with its certification as the first QSR (Quick service restaurant) firm to provide an online ordering platform by the Malaysian Book of Records with the debut of its website in 2003. Dominos continues to strive to expand online, as well as via innovation, in order to deliver better services and a better client experience.

Domino's Malaysia received the Gold Franny Award, a prestigious Achievement Award of the International Franchise Association, at the Domino's Pizza Worldwide Rally in 2009, 2010, 2011, 2012, and 2016. Domino's Pizza was awarded bronze in the "Restaurant & Fast Food" category of the prestigious Putra Brand Awards 2014, silver in 2015, bronze in 2016, silver in 2017, and bronze in 2018. Since its beginning in 1997, Domino's Pizza Malaysia has risen by leaps and bounds. From a single location in USJ with a staff of 15, the pizza business now has over 240 shops throughout Malaysia and over 30 outlets in Singapore, with a total workforce of over 4,000 people.