



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
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**BUSINESS MODEL CANVAS
TNL CAFE (Platinum Setup SDN BHD)**

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EXECUTIVE SUMMARY

Started as a boutique with a small cafe downstairs located in Bandar Kinrara, TNL Cafe was revamped to become a fully food and beverage business due to the overwhelming numbers of customers that were dining at the cafe. TNL Cafe now specializes in western and fusion foods along with its variety of desserts and drinks that are suitable for all groups of ages.

After conducting an online interview session with one of the co-owner, Puan Anith Athirah, we managed to identify some problems faced by the business, analyse the strength, weakness, opportunity and threats of their competitors, and recognize the opportunities for the TNL Cafe itself to strengthen their business.

From all the information that we have collected and observed, we have come up with a Business Model Canvas (BMC) to fully understand the business in a structured way. In the BMC, we listed down the Customer Segment, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Activities, Key Resources, Key Partnership, and Cost Structure of TNL Cafe and explained each of the elements in detail. Business Model Canvas helps to visualize the structure of the business and simply tells how they make money and create values for the business.

1. INTRODUCTION



Figure 1: TNL Cafe

1.1. Company Background

TNL Cafe is a cafe in Bandar Kinrara that specializes in western and fusion food along with a variety of desserts and drinks. Before revamping the business into TNL Cafe, the cafe was actually a boutique with a small cafe inside. Due to the strategic location of Bandar Kinrara where it is the heart of Selangor where by it is close enough to go everywhere and anywhere, the owners decided to open up a boutique in 2016 that carries Islamic modest brands such as Naelofar Hijab, Liyana Kay, Hadeeya and etc for Muslims especially housewives/mothers to shop without needing to go far away such as Bangi to buy clothes.

The mini cafe inside the boutique was also available for patrons to fill their stomachs while shopping. (Thread & Lilies, Bandar Kinrara, 2021) Because of the overwhelming number of customers coming to the boutique just because of the cafe and the margin between the cafe and boutique was low, the two owners decided to open and revamp the business into solely carrying the cafe downstairs of the actual boutique. In 2018, they opened up the TNL Cafe and has been focusing on the cafe ever since.

1.2. Problem Statement

The main problem faced by TNL Cafe nowadays is the lack of customers coming to the cafe due to COVID-19 restrictions. Prior to COVID-19, TNL Cafe gained customers from word of mouth or community contribution as it relies on people coming to the cafe itself to experience