



اَوْنُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْمِيْ مَارَا
UNIVERSITI
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MARA



**BAKED BY HAFIZAH QYRA ENTERPRISE
BUSINESS MODAL CANVAS (BMC) REPORT**

**FACULTY OF BUSINESS AND MANAGEMENT (FBM)
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EXECUTIVE SUMMARY

The name of the business is Baked by Hafizah Qyra Enterprise. Durian Crepe Viral is an end-product in which they do some innovation from durian into a marvelous dessert. Baked by Hafizah Qyra Enterprise mission is to fulfill the customers demand on Durian Crepe. Meanwhile, the vision is to innovate durian to a dessert that can be eaten by all people at all generation.

This business has been officially established on 2018, and the main product that is demanded by many customers, agents and stockist are Durian Crepe Viral. The product has 4 types, which are Durian Crepe Regular, Durian Crepe Cheese Banjir, Mille Durian Crepe and Mini Durian Crepe. The product of Baked by Hafizah Qyra Enterprise produce is very different from other competitors in terms of quality and price, product standardization, delicious taste, rich in natural ingredients and of course marvelous gravy that cannot be found elsewhere. An implementation of this strategy is to bring the durian crepe to people by creating a unique texture in the durian crepe and promoting the product to friends and the local community.

The most important thing that any company must have is a key resource. Which elements, such as assets, human resources, financial, and other factors, are important drivers of a company. To develop this company, we use Business Model Canvas as a guideline. BMC is a strategic management tool that makes it easier to come up with a business plan or idea.

INTRODUCTION

Baked by Hafizah Qyra Enterprise was created since 2010 and officially registered under Suruhanjaya Syarikat Malaysia (SSM) on 2018. This business is owned by Cik Noor Hafizah Khairiah. The mission of this business was created to cover the study expenses during her Diploma. The first product that is produced by this business are cheese tart and brownies with capital that started from RM30. Baked by Hafizah Qyra Enterprise is selling various of dessert, and currently, the most demanded product is Durian Crepe Viral. Today, Baked by Hafizah Qyra Enterprise are well-known among influencers in Malaysia.

The business structure of Baked by Hafizah Qyra Enterprise, is firstly owned by Cik Noor Hafizah Khairiah. Basically, this business currently has 3 skilled workers that helps in the Durian Crepe Viral production. The Head Baker of this Baked by Hafizah Qyra Enterprise is Amirah, for Co-Baker is Shafikah and the Part-Timer is Shafika. This business has 4 people in total to run this business. Baked by Hafizah Qyra Enterprise also have more than five agents in Kuala Lumpur, Selangor and recently in Perak.

The purposes of Business Modal Canvas (BMC) are created to break the business model into nine (9) segments which are Customer Segments, Value Propositions, Channels, Customer Relationship, Revenue Streams, Key Resources, Key Activities, Key Partnerships and lastly, Cost Structure. These segments will help them to look better about their business in most structured way and also helped the business owner to have better understanding regarding customers that they served, the value propositions that they offered, what helps the company to make more revenue and lastly, which area incur much cost to the business.

There are several problems that face by target customer which this problem can be solved through products served by Baked by Hafizah Qyra Enterprise. Firstly, durian lover usually has difficulty to find durian when it is not in season. Because durian is not always available in all seasons. Thus, Baked by Hafizah Qyra Enterprise introduced Durian Crepe Viral to fulfil the cravenness of the durian lovers in Malaysia in all seasons. This business also came out with two (2) types of Durian Crepe, which are Durian Crepe and Durian Cheese Banjir. Aside from that, this business provides job opportunities for Malaysians who are experiencing financial challenges, particularly amid the global Covid-19 pandemic. Thus, Baked by Hafizah Qyra Enterprise helped this people by giving the opportunities to join as agent, stockist or dropship. This can help them to find extra income in order to survive during this pandemic.

SWOT ANALYSIS

1. Strength

- The uniqueness of Durian Crepe Viral.

Baked by Hafizah Qyra Enterprise has very significant strengths over its competitors. Among the strengths is its product, Durian Crepe. This Durian Crepe has a special recipe created by Miss Hafizah herself. Durian Crepe Baked by Hafizah Qyra Enterprise is a durian crepe that is large in size compared to other competitors. Other than that, the filling in Durian Crepe is very plentiful and dense. Apart from the cream core, Durian Crepe Viral also add raw durian D24. This can increase customer satisfaction and durian enthusiasts.

- Skilled workers.

Baked by Hafizah Qyra Enterprise has hired skilled workers to make Durian Crepe. To make a perfect and good quality durian crepe requires a thick heart. This is because, perishable ingredients such as raw durian, require careful care and storage so that the taste is not spoiled. On top of that, the crepe skin is easily torn, especially when in the process of folding, after adding the filling. Other than having a strong heart, a suitable skill should also be present in the process.

2. Weakness

- Insufficient skilled workers.

Baked by Hafizah Qyra Enterprise have shortage of skilled workers in producing the Durian Crepe. Everyday Baked by Hafizah Qyra Enterprise have to produce around 150 boxes of Durian Crepe to cater the order from agents, stockist and from customer itself. Insufficient of skilled workers will halt the production of Durian Crepe.

- Inadequate of machinery.

Shortage of machinery at Baked by Hafizah Qyra Enterprise in producing Durian Crepe, make the production become slower and sometime need to limit their production due to unable to cater large orders from customer. This will bring disadvantages to the business. Currently, Baked by Hafizah Qyra Enterprise only have one mixer, freezer and chiller for the production of Durian Crepe.