



**UNIVERSITI TEKNOLOGI MARA PUNCAK ALAM CAMPUS
FACULTY OF HOTEL & TOURISM MANAGEMENT**



**BUSINESS MODEL CANVAS REPORT
THREE SIXTY COFFEE**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BMC

FACULTY : HOTEL & TOURISM MANAGEMENT
PROGRAMME : BACHELOR OF SCIENCE (HONS) IN TOURISM MANAGEMENT
SEMESTER : 3 (MAC – OGOS 2021)
PROJECT TITLE : BMC OF THREE SIXTY COFFEE
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ACKNOWLEDGEMENT

First of all, we are very grateful to my lecturer, Madam Nor Fazlina Binti Ghazali for giving us this opportunity to be her student under subject ENT530 during this semester. She has given us the support and the courage for me to keep on pursuing our career as a student and to become a better person. Especially during the Covid-19 outbreak. She has constantly been understandable of her students and would do her best in educating us during her class. With her support and understanding, we were able to finish this task given by Madam Nor Fazlina Binti Ghazali.

We are also honoured to be given the task of creating our own company and creating this Business Model Canvas. This is group task where we would have to create a business company canvas and see if we are able to create our own company. I would also like to thank my Degree friends that helped us along the way this journey as well as my fellow classmate from HM2413C. Not to mention, the guidelines given by Madam Nor Fazlina has helped us tremendously with all the elements needed for us to finish this Business Modal Canvas.

We would also like to take this opportunity to express a deep sense of gratitude to all of the lecturers in UiTM Puncak Alam for always helping students with the online learning during this Covid-19 outbreak, without their endless efforts to teach the students, we could not have been able to accomplish this task and we are grateful for it.

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EXECUTIVE SUMMARY

Three Sixty Coffee business is mainly based on coffee culture flourishing throughout every corner of the world. We are offering various kind of coffee that come from three (3) different continent which is Middle Eastern, African and East Asian to let our customer enjoying and experiencing different flavour that undeniably will give them a full satisfaction. The name of our business is Three Sixty Coffee. The name was suggested from one of our very one partner with the followed statement quoting “Scent of Coffee Lovers ” as to differentiate our uniqueness since seeing that there are so many coffee shops available in Selangor.

Three Sixty Coffee business is located in Setia City Mall Convention Centre, Setia Alam Selangor. The business will operate in a shop lot that is leased to us by the Setia City Mall Management. The management (Setia City Mall) also gave us (The business) a very strategic place of operation which is nearby to a popular coffee shop such as Starbuck and next to the Sushi King shop and nearby other restaurant that attracts many customers and will directly help us to attract customers to try our tasty coffee beans.

The total project implementation of our business is an average of amount which every partner of six (6) in the business will invest to start this business. With that amount of money, we are managed to allocate a supplier from each continent which is Saudi Arabia, Morocco and Japan. The supplier will supply Three Sixty Coffee the authentic coffee beans per month to preserve and sustain the authenticity. Three Sixty Coffee will aim to give the highest of satisfaction to coffee lovers with decent ambiance. Furthermore, we try to give soothing and unique environment inside the coffee shop.

With the above statements, our business is very keen on operating on the highest level and we hope to offer our customers with the very finest quality of coffees that they deserve. With that, in order to attract such high interest from the public, our business offers the highest quality with an exceptionally affordable prices for the customers and coffee lover members via membership cards.

1.INTRODUCTION

1.1 COMPANY BACKGROUND

Three Sixty Coffee is a company based on Partnership Company. Consist of (6) individuals with different life background. We starting the business by giving each one of us the same amount of capital to invest in this company. Three Sixty Coffee is a café business that will offering a splendid and rare experience for every coffee lover. Why? Due to our uniqueness of serving the most authentic coffee beans which consist of three different region of coffee bean which is Arabian, Japanese and African. The reason why we chose these regions is regarding to their specialty of producing as well as supplying the best and authentic coffee beans.

Three Sixty Coffee will be focusing on offering and selling authentic Arabic, Japanese and African coffee and tea using the traditional ways of brewing and the processing itself. We will import the main ingredient which is the coffee bean from Saudi Arabia, Japan and Morocco. Three Sixty Coffee will maintain a good reputation and steady position in the local market since we're offering a product and services with a high quality and benefits that rarely offered in Malaysia.

Moreover, Three Sixty motto is 'Scent of Coffee Lovers'. This is best described that our business and product will definitely and undeniably to satisfy, fulfill as well as please all the coffee lovers by keeping and sustaining the identity of each coffee origins.

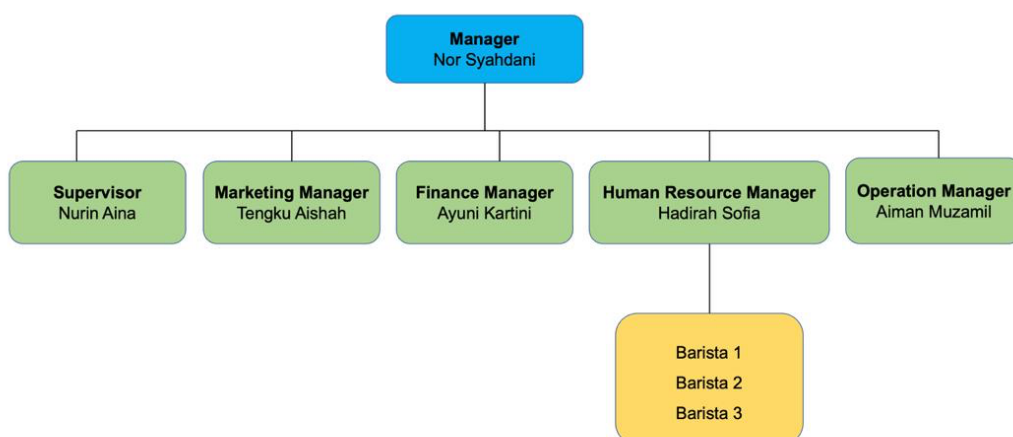


Table 1: Organizational Chart in Three Sixty Coffee