



اَوْتِيُوْ رَسِيْدِيُوْ تِيَكْمُوْ لُوْ كِيُوْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME: FACULTY HOTEL AND TOURISM MANAGEMENT
(HM241-3C)

SEMESTER : 3

PROJECT TITLE : BMC REPORT BREADFAST.CO

NAME : - SITI FATIMAH AZ-ZAHRA BINTI MOHD HAMZAH
MURGHAYAH (2021110435)

- MUHAMMAD HAIQAL BIN MOHD SHUKRI
(2021189705)

- RUHANA BINTI MUHAMAT ALI (2021393517)

- NUR FATIN FARHANA BT MOKHTAR (2021110637)

- PUTRI HUDA ZAFIRAH BINTI RIDHWAN DEEPAK
ANOPCHAND (2021189707)

- IZZAT ZHARFAN BIN ABDUL AZIZ (2021118461)

LECTURER:
NORFAZLINA BINTI GHAZALI

TABLE OF CONTENT

Content	Page
Acknowledgement	1
Executive Summary	2
1.0 INTRODUCTION	
1.1 Business Background	3-5
1.2 Purpose of BMC Preparation	6
1.3 Problem Statement	7
1.4 Opportunity Recognition	8
1.5 SWOT Analysis	9-10
2.0 BUSINESS PROPOSAL	
2.1 Business Model Canvas	11
2.2 Explanation of BMC	12-23
3.0 CONCLUSION	24
4.0 APPENDICES	25-27

ACKNOWLEDGEMENT

First, we would like to thank Allah SWT as finally, we were able to finish our BMC assignment that has been given to us this semester for subject principles of entrepreneurship (ENT530). We thank God for all the opportunities, trials, and strength that have been showered on us to finish writing the BMC report of our business.

A big thanks to our beloved lecturer, Dr. Norfazlina Binti Ghazali, for her valuable guidance that helps and supports us in completing this BMC report. We are grateful because we managed to complete the assignment within the time given with the guidance and full support from Dr. Norfazlina.

We also would like to express my deep sense of gratitude and very much thankful to our family and friends for giving us enough support and willing to provide the necessary information on completing this BMC report. Our assignment could never be completed without our parents understanding our assignment and giving us time to finish it.

Lastly, a million thanks to group members and entire classmates for helping us in doing this assignment. This assignment had been done with all the affordance by our group members and we always worked hard to fulfill the criteria and produce a good assignment with our full commitment and responsibility despite the current situation that happened right now to the world. For the good ideas, help, opinions, and comments on our BMC report, thank you.

EXECUTIVE SUMMARY

Business Model Canvas is one of the syllabuses we need to do as a requirement in the subject of Principle Entrepreneurship (ENT 530). It is a tool used to assist the company by describing the different elements that can help the business work. BMC templates help entrepreneurs prototyping their new or existing business just like engineers and architects prototyping their buildings and industrial designs, so it will improve the clarity of what their business is trying to achieve. For the BMC report, it can be more than the company information, goals, strategies, and challenges set and encountered from the business company, as well as the company's responses, results, and recommendations.

This BMC report is divided into three vital segments which are the introduction to Breadfast.co, Business Model Canvas, and finally, the conclusion which includes brief suggestions on how to solve the problems stated in the introduction. The report elaborates on the background of Breadfast.co, how was the store is operated and the explanation of each block of the model related to Breadfast.co which are the customer segments, customer relationship, channels, value propositions, key activities, key partner, key resources, cost structure, as well as the business revenue streams.

From doing this business model canvas, we learn to identify the types of issues for business and what industries have faced. We also can develop communication skills through this BMC study and strengthen teamwork. Moreover, by stating the big problem of the business, we can search for the best alternative solution, improve our problem-solving skills and decision-making skills. There are many advantages we have learned through this study and will apply them in our business for our benefit in the future.

1.0 INTRODUCTION

1.1 Business background



Figure 1 : Breakfast.co logo

Bread and fast food? Yes! We got the name of Breakfast.co from the combination of bread and fast food. Even though it sounds like “breakfast”, it did not provide only in the morning, but the business is available from day until the night. We chose Breakfast.co as our name because it is simple and minimalist. It is remarkable and people will easily remember it. We started our first-ever restaurant in Kuala Lumpur. This is the birthplace of Breakfast.co. Our ups and downs started here. Special about Breakfast.co is we are focusing on serving healthy fast food. From bread to the other items in the product, it is all fresh, safe, and healthy for our body to consume. Besides that, we have a halal logo which is the common graphic mark used to indicate the product is certified halal by JAKIM. This is also an indication that our product is shariah compliance. Since the majority of our customers are Muslim, we care about food restrictions. Moreover, we also have a menu set for vegetarians and those who care about calorie intakes. We guarantee the food is suitable for all ages and gender. The most requested by the customer is our special sauce that suits local taste which is sambal nasi lemak and satay’s peanut sauce. We can tell that the price for our product is affordable and not too pricey for the set menu as well as food designed by the customer according to their mood.

Breadfast.co is a sole proprietor business owned by Nur Fatin Farhana Binti Mokhtar. There are 5 workers with extensive knowledge and experience in the industry that helped her to manage the business. The organization intends to hire 4 full-time workers to serve customers and perform the day-to-day operations. Breadfast.co was registered on 1st December 2019 under SSM and successfully opened the restaurant on 1st January 2020. Our vision is to be the number 1 local healthy fast-food restaurant in Malaysia and has other branches in every state. Our mission is to fulfill everyone's tummy and experience unlimited