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UNIVERSITI
TEKNOLOGI
MARA



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

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| FACULTY & PROGRAMME | : FACULTY OF HOSPITALITY AND TOURISM MANAGEMENT |
| SEMESTER | : SEMESTER 3 |
| PROJECT TITLE | : BUSINESS MODEL CANVAS (ASIAN TASTE) |
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ACKNOWLEDGEMENT

Alhamdulillah, praise be to the Almighty for giving us the opportunity to complete this assignment of the Business Model Canvas as the one of our requirements that we need to be accomplished for assessment for the code ENT530 subject.

First of all, thanks to Madam Norfazlina Binti Ghazali as one of our lecturers who has taught us a lot in this subjects for successful. She has been given some ideas and so many useful information about business model canvas. Without her information, we would not be able to understand and complete this assessment.

Furthermore, thank you to the friends who gave their full cooperation in completing the assignments that have been given. In addition, to parents who understand their children in providing enthusiasm and encouragement in making this assignment.

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EXECUTIVE SUMMARY

When we travel to a foreign country, we always seek for its famous and traditional dish. Every region in each country has their own unique traditional dish in which it has been passed on for decades or generations. As those dishes becomes more famous and known, we would really want to have a taste of it and that is the reason of why we decided to build Asian Taste. Asian taste is restaurant which specialized on Asian famous and traditional noodle dishes established on January 2021. Our restaurant is located at 23, Jalan Kristal K7/K, Seksyen 7, 40000 Shah Alam, Selangor Darul Ehsan and we are open on Monday to Sunday, from 10 am until 9pm. Asian taste also has its own tagline which is “Enjoy your favourite noodles with us” which gives the meaning that we served foods that catered to their tastebuds. The company is owned by Nurjeha Binti Ramli, the sole proprietor of Asian Taste. The reason of the establishment of this restaurant is that we want to provide foods that are famous from around Asian country so that people don’t have to go far to taste and enjoy it.

Asian Taste has managed to attract a huge crowd to come and enjoy noodles since the opening. Our menu is famous noodle dishes around Asia such as Mee Yin Yong, which are famous in China, Chicken Pho from Vietnam, and Miso Nikomi Udon from Japan. By providing them multiple choices, we can attract a wide range of customers and many would come to dine in our restaurant. Our restaurant also available for online purchasing as we want to follow the buying trend and encourage people to stay at home during the pandemic. This business dedicated to share the taste of Asian to Malaysian and providing them with famous dishes from multiple country. Next, we are focusing on excellent customer service in return of high customer satisfaction. We hired professional and trained staff to make sure that the quality of our service is at the best. We also offered delicious foods on a lower price point to attract more customers into our restaurants and sustaining the relationship with them.

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND



Figure 1.0 Asian Taste Logo

Asian Taste is a company that selling famous noodles from different Asia countries. There is a various type of noodles that we sell. We have been discussed choosing the famous noodles in Asia. The idea to created Asian Taste is because, since Pandemic, people can't go anywhere instead to stay home. People don't have to go far or to travel to Asian countries to enjoy and eating noodles. Customers just need to come or just order online through Food Panda and Grab Food and enjoy their favorite Asian noodles. Our tagline is "Enjoy Your Favourite Noodle With Us!". The meaning of our tagline is we want people to enjoy eating our noodles. We want people to feel happy enjoying eating the noodles. So then, it will make us happy and enjoy serving our customers with happiness that comes from them. Asian Taste was established on 25th January 2021. Asian Taste is located at 23, Jalan Kristal K7/K, Seksyen 7, 40000 Shah Alam, Selangor Darul Ehsan. Our location is strategic because it is near Universiti Teknologi Mara Shah Alam and there is a lot of housing area.

Our target market is noodles lover, food lover, busy people that doesn't have time to cooked and every age to give it a try from kids, teenager, adult and old people. Our restaurant concept is based on Asia interior design. We combine every Asian countries design and it comes out a beautiful design. We want customers to that come to our restaurant to feel the Asian vibe and they will enjoy eating with friends and family. Our packaging is also a combination design between Asian countries. We want our customers feel appreciate and feel happy when they see our packaging. Our stuff are friendly, old people will like to come more to our restaurant because of our stuff are friendly, polite and know how to handle the situation. Our vision is to be a worldwide and the best quick-service restaurant. It is means we have to do our best to provide outstanding service, quality, clean and safe so that the customers will be happy. The mission is to put a joyful face when people come and eating our products and being remembered on our customer's minds.



Figure 2.0 Organizational Chart of Asian Taste

Organizational charts of Asian Taste are visual representations of the structure of this company. These charts clearly outline an organization's hierarchy and indicate

the relationships shared by each individual employee. A business organizational chart depicts how everything works in detail.

Asian Taste director is Nurjeha Binti Ramli, she is in charge of ensuring that inventory and orders are done correctly at the store level and daily communication across multiple teams which are financial manager, operations manager, food & beverage manager, and head chef. Next, she is in charge of interviewing, hiring, training and managing new management. The operation manager of Asian Taste is Siti Zulaikha, she is in charge of creating employee schedules, establishing workplace standards and policies, assigning work, and ensuring that projects are completed on time and within budget. Next, the head chef of Asian Taste is Fatin Nurshahirah Iwana, she is highly skilled professional cook who manages the day-to-day operations of a restaurant or dining establishment. She also in charge of all aspects of the food that comes out of a kitchen, from conception to execution. Financial manager of Asian Taste is Muhammad Arif Aiman, he is in charge of an organization's financial health. He also created financial reports, direct investment activities, and plan for the organization's long-term financial goals. The food and beverage manager of Asian Taste is Nurul Izzati, she is a hospitality and tourism professional specialized in forecasting, planning and controlling the ordering of food and beverages for a hospitality property. She also manages the finances related to the whole process of purchasing food and drink for the premises.

1.2 PROBLEM STATEMENT

A problem statement is a concise description of a problem that needs to be addressed or improved. Normally, starting a small business is a hard stage for the first time. By figured out the problems statement, Asian Taste can know what is the difficulty we been facing. Then, we find a way to solve the problems, and Asian Taste can improve.

There is a lot of problems we been facing. Firstly, handling the demand of the customers. Some customers are hard to handle. This is because customer has their own changing behavior and mood. They might have good or bad days all day or they can change their mood in minutes or an hour. The effect of these problems is we having a difficulty in communication. Some of the customers ask the question in a good way but some are asked in a bad way. Moreover, they have been argued about the price of the noodles that we sell. We have to be smart to handle this kind of situation, we have to be more professional and answer it in a good way and be polite to all customers. Furthermore, we explain to the customers the reason for the noodle price in a good way. So they will come again and we avoid any critical and bad issues while dealing with the customers.

Secondly, we receive a last-minute reservation. As we know, every customer doesn't like any late things in a restaurant or any shop. Because of this problem, it will bring more other problems and Asian Taste will be seeing in a bad way of the eye of the customers. The effect of this situation is it's hard for Asian Taste to build a good name and to trust the customers. So we avoid all of these bad thing to happen. We explain to the customers first that it might be late for them to come because it might be a full house and no empty table for them. It is also hard for us to do cleaning the tables and prepare everything in a short time.

Furthermore, during the pandemic, it's hard for us to find fresh and good-quality ingredients and suppliers. The amount of the order getting increases but it's hard for us to find the ingredients. The effect of this situation is, we can't sell more noodles so then the customer turns to find any other noodles restaurant. Because of these problems, we have been to find a long term supplier. It's easiest for us to prepare a lot of the noodles. The ingredients from suppliers are of good high quality. It's good for us to make our customers feel happy when enjoying eating noodles.

1.3 OPPORTUNITY RECOGNITION

1.3.1 IDENTIFY THE BEST OPPORTUNITIES TO INNOVATE TO OUR FOOD.

There are many aspects in the restaurant experience today that were totally unthinkable even five years ago. Many changes are focused on speed and convenience, but also on the quality of ingredients and nutritional value. As we can see in this day, the Pandemic Covid-19 has changed a lot from the economic sector as well as the food industry but we take it as an opportunity and a challenge for us to face it. Our Asian Taste is available via drive-thru. Mobile pre-ordering has been grown to be absolutely commonplace. In addition, the food we provided has to start striving for more breakthrough innovation opportunities in our restaurant environment. This means looking at consumer and cultural trends that we used in the food mobile pre-order and drive through category could capitalize on at the forefront of our strategy. Think about where the restaurant category could be in three years based on where it's moving today. These up-and-coming trends fuel our new product development strategy.

1.3.2 GOOD COMMUNICATION WITH DIFFICULT CUSTOMERS

Maintaining good and calm communication when dealing with customers' unpleasant feelings can help them control their emotions. Some customers may accuse us of not having good service or misunderstandings also occur in the cafe when they arrive the wrong order, not only that sometimes we understand the situation of customers who are hungry due to time-consuming delivery, etc. If we face a situation like this, we try not to change the personal attacks of the conversation and continue to focus on the current situation. Moreover, we can provide some facts to dispel anger. Also, to prevent bad problems from happening, we will ask they are some of the questions that initially deal with the customer. This information will help defend ourselves later and customers should not accuse us of not understanding what they want

1.3.3 TEST PRODUCTS THAT APPEAL TO ALL CUSTOMERS

Luckily for restaurants, cooking at home is becoming less common than ever before. Home cooking can be frustrating for consumers. It is since more of them are living busier, faster-paced lifestyles. Then, that shift means they're demanding even more from restaurants, too. When families are involved, it is important to offer a

wide variety of products. It is appealing to multiple preferences. Families with picky eaters, and even groups of friends, want a one-stop shop that will satisfy everyone's cravings in their party no matter what their personal tastes. In addition, as we know not all customers like to eat the same food every day and also their tastes will change from here, we take the opportunity to improve our menu such as changing another menu every month or adding more menus, this way many customers will be interested in what we produce.

1.3.4 USE ONLINE PLATFORM AS MARKETING STRATEGY

To reduce the costs, we use an online platform such as social media like Twitter, Instagram, Facebook, and websites to provide and spread information about our services to people. This will help us to enhance brand recognition and brand awareness so people will know what services that we offer especially from local communities. The online platform also does not need to have too many costs to bear and we can save a lot. Besides that, this is a great opportunity to attract more customers as well as the brands we produce become famous.

1.4 SWOT ANALYSIS

- De Chiangmai Thai Seafood Restaurant



Strengths

- Thai Staff
- Highly-enthusiastic team
- Localise Taste

Weakness

- Expensive price with small portion
- Long waiting duration



Opportunities

- Loyal returning customer
- Health conscious trend

Theats

- Competitor offer delivery & take away
- Offer the cheaper price



Table 1.0 Swot Analysis Competitors One

- Kakatoo Restaurant



Strenghts

- New concept
- Good location
- Great atmosphere

Weakness

- Lack of experiences in restaurant
- Finding good chef
- New concept in the market



Opportunities

- Lunch hour and brunch hour can be operated
- Creating more function
- Expanding the business

Threats

- High labour cost
- Finnish culture
- Ventilation system costs



Table 2.0 Swot Analysis Competitors Two

The SWOT Analysis of competitors is important to help us identify what their strength and weakness so that we can keep improve our business company and learn from their business pattern and mistakes. Next, our competitor from what we research on the SWOT Analysis with two competitors which is De Chiengmai Thai Seafood Restaurant and Kakatoo Restaurant. These two competitors were also located at Petaling Jaya, Selangor. There are many café or restaurants around them but these two competitors were famous in the area of the food industry, We take them as our opportunity that we can learn because their company has operated for a year. Furthermore, from the SWOT Analysis that we have research, the kakatao Restaurant has some strengths that make them still well-known in the city because their located much more strategy and many people knew about their company and also there have other branches at other places. These include their offer Asian food and good service also have an affordable price even though not as the cheaper price we can see, plus the located is middle the city and many companies near them so we come to lunch break their restaurant was operated busy. Meanwhile, De Cheingmai Thai Seafood Restaurant the located was hidden from others but the service and not that bad just the placed more exclusive and more high-class. These helped us to keep improving on what we have lacked. However, the weakness of De Cheingmai Thai Seafood Restaurant serves some expensive price in small portion and have long duration while waiting for the order. Meanwhile, the Kakkatoo Restaurant has at lack experience in the restaurant because use the new concept in the market and always using the good chef to make their business more interesting. We learned from their mistakes and trying to give extra effort to ensure the business operated successfully.

1.5 PURPOSE OF BUSINESS MODEL CANVAS PREPARATION

The purpose of business model preparation is to the canvas as a tool for strategic management and entrepreneurship. It gives you the ability to describe, design, test, invent, and pivot your business model. The visual chart of the business canvas model includes 9 building blocks which are key activities, key resources, key partners, value propositions, customer segment, channel, customer relationships, and cost structure and revenue stream. BMC is currently a standard that is used by both startups and large corporations. The BMC is concerned with the external customer as well as the internal operations. The business model, which argues that the interaction between your organization and your customer is critical, brings together both external and internal factors. As a result, it will help me take my business to the next level of success.

If everyone wants their organization to reach its aims and objectives, we must gather data and develop a strong business strategy. A business model canvas, in my opinion, can assist our company in improving its recognition. With the help of the BMC, we can develop a comprehensive view of our business value proposition, operations, customers, and finances. Furthermore, the Business Model Canvas aims to save time by allowing us to send messages in the canvas template with just a single word. The BMC is used to determine target market segments and how to reach them. This is quite useful in determining where we should focus our time and effort in order to create and build our business.

Furthermore, the business model canvas is built in such a way that the entire team, as well as investors, can know it. The business model canvas was also utilized to get any bank loan, including capital loans and other sorts of loans. In a nutshell, the Business Model Canvas is another design that aids a company is focusing on and communicating its goals. . Lastly, used BMC also helps to understand better our goal which should be along with our business activities.

2.0 BUSINESS PROPOSAL

2.1 Business Model Canvas (BMC)

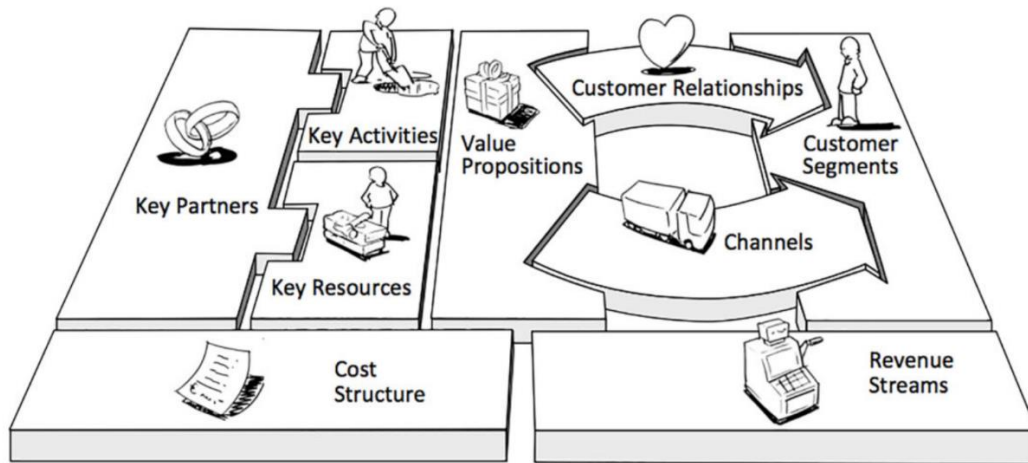


Figure 3.0 business model canvas

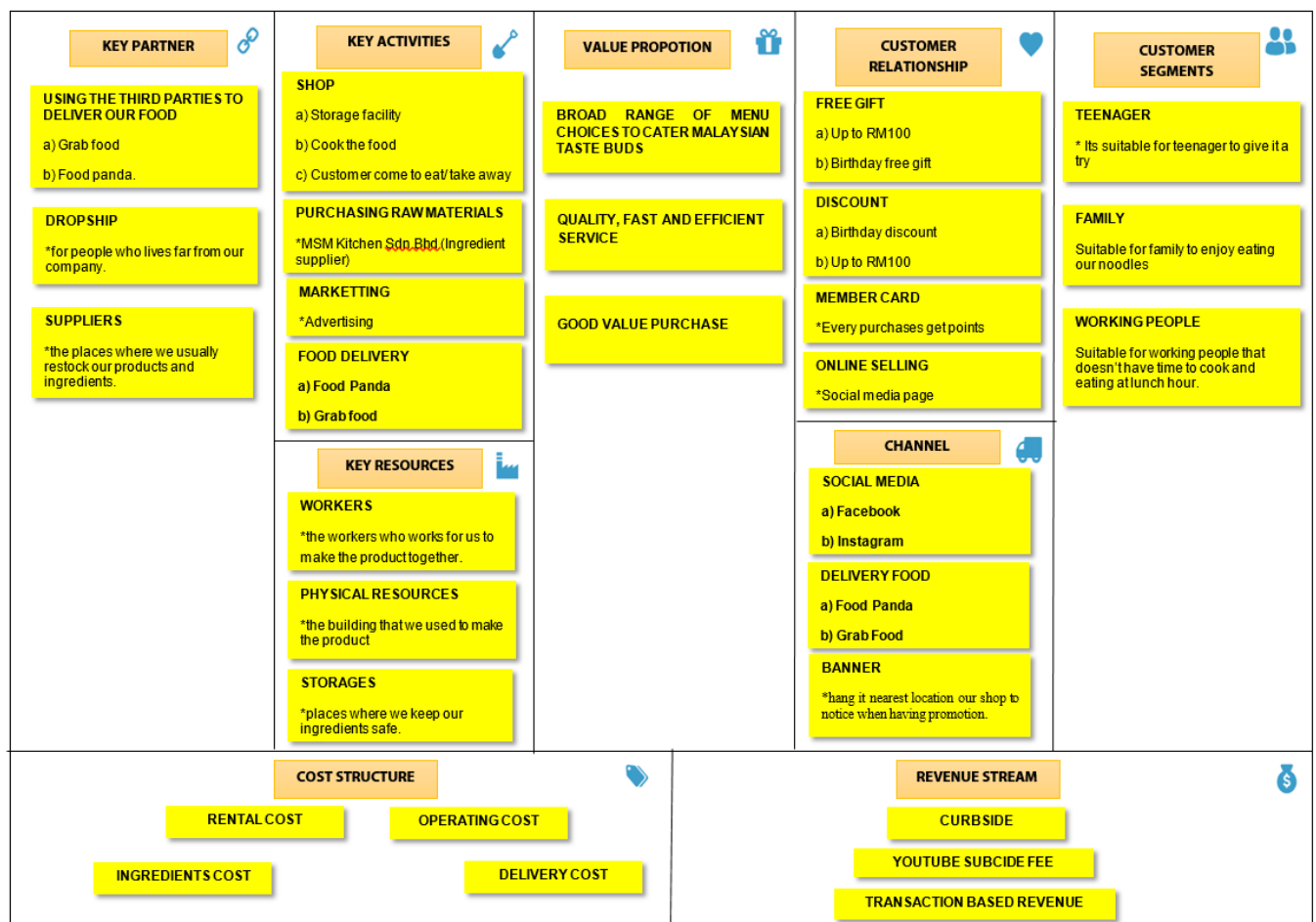


Figure 4.0 Business Model Canvas Asian Taste

2.2 EXPLANATION OF BMC

2.2.1 CUSTOMER SEGMENTS

Customer segments are groups of people or businesses to whom we want to offer our products and provide service. As a result, the following are customer segments of Asian Taste:

- TEENAGERS

Teenagers are young persons between the ages of 13 and 19. We feel they are a group of people who will develop an unwavering interest in our restaurant and are highly likely to purchase our meals regularly. This is because teenagers prefer to spend their money on meals rather than clothing.

- FAMILY

We chose family because we feel that bonding between family members can be strengthened while eating or drinking together. We also provide a variety of foods for them to eat with their family.

- WORKING PEOPLE

This is because our restaurant offers delivery. This aim to make it simple for our valued customers to obtain and enjoy their food. They simply need to place an order through Food Panda or Grab Food and wait for the food to be delivered to them. Then it assists our customers who are so busy with their work that they do not even have time to eat their lunch.

2.2.2 VALUE PROPOSITIONS

The value proposition is the important element of a product provided by a company in which it conceived the value sought by the customers for the customers' segment. It is also an innovation that makes our product looks attractive to the customer, so it will make the customers choose our product rather than buy a similar product in other shops.

Our first value proposition would be a **broad range of noodles** dish for Malaysian or even Asian in which we provide a famous noodle dish from around Asia which is suitable for a variety of ages. As the world is diverse, we thought that we want to serve the taste of Asia to our customers by providing famous and notable dishes for which they did not have to travel far to enjoy it. Malaysia is known for its various races,

ethnicities, and religions. So, providing each of them with famous dishes around Asia would be our utmost priority and value that we would want to keep uphold.

Next, we also want to be remembered as a brand that served the customers with fast and efficient services without compromising on the **quality of our foods**. We truly understand that most customers hate to wait for a long time, and for that reason, we decided to propose it as **our value**, and to achieve that, we hired professional chefs which are experts in Asian cuisine. Also, all staff is given the training to keep and maintain the quality of services that we want to provide to our customers. Moving on, we want to offer our customers dishes that have good value offering and pricing in exchange for the bond that we want to create and maintain. Our dishes would be offered at lower prices than other restaurants or most food business providers. On top of it, we would provide quality and delicious food which soothes your hunger away with food embedded with flavourful taste.

2.2.3 CHANNELS

Channels are an important part of the business model canvas. Awareness, evaluation, purchase, delivery, and after-sales are the five phases of a channel, which might be direct or indirect. We use distribution channels to get our product from ideas to customers. They are the channels via which we communicate with our target audience. Distribution channels establish how a company communicates with its pre-identified customer segment and value propositions. One of our channels to attract customers to purchase our product by using **social media platforms**. Social media is the alternative way for personal sales. It also represents the low cost but us able to reach the wide customer base. Instagram is one of the social media platforms that we employed to sell our product. We use marketing to promote our product so that customers are aware of it. We promote our food on Instagram by uploading photos, videos, and feedback teasers from our restaurant. Instagram photos can also be used to promote user-generated content. In addition, Instagram allows us to communicate with customers, increasing the likelihood that they would purchase our product again in the future.

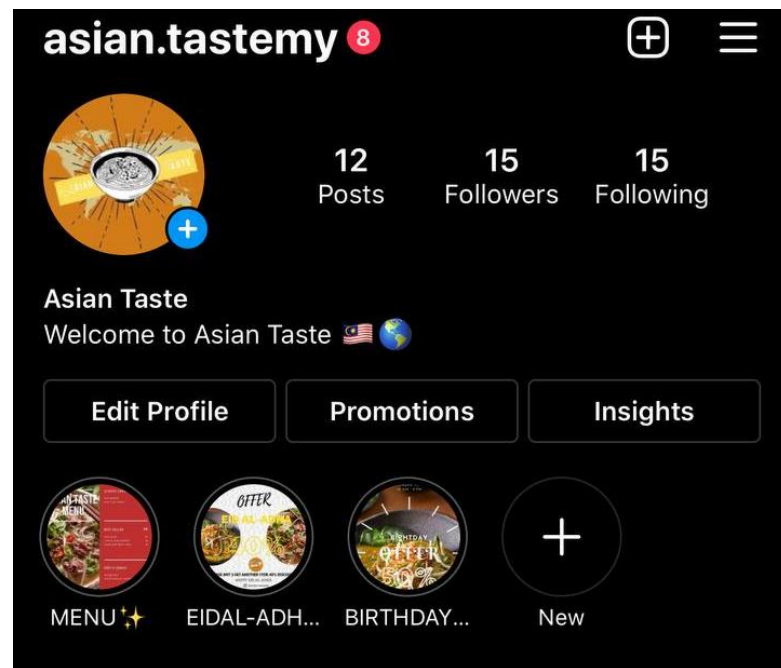


Figure 5.0 Instagram Asian Taste

Moreover, in our situation during Pandemic Covid-19, we recognize that delivery service also important for our customers. Our restaurant serves **the delivery services** using platform food panda and grabs food, both of which provide delivery to customers. Customers simply have to wait for their meals at home. Social media is the alternative way for personal sales. It also represents a low cost but us be able to reach a wide customer base. Instagram is one of the social media platforms that we employed to sell our product. We use Instagram as marketing to promote our product so that customers are aware of it. We promote our food on Instagram by uploading photos, videos, and feedback teasers from our restaurant. Our Instagram is Asian. taste mine. Instagram photos can also be used to promote user-generated content. In addition, Instagram allows us to communicate with customers, increasing the likelihood that they would purchase our product again in the future.

Next, one of our channels is a **banner**. Typically, banners are utilized to draw attention to our company. Large banners are commonly used to make announcements. It's critical to notify potential customers about our restaurant, therefore we'll hang it near our shop so people can see it when we're running a promotion. Even though it is a new start up business, having a banner is essential in order to make our customers recognize the business and also they can know our restaurant well.

2.2.4 CUSTOMER RELATIONSHIP

Customer relationship is the process where a company or other organization manages its customer interactions and typically uses data analysis to investigate large amounts of information. A good customer relationship is when customers always have a consistent customer experience and make a good impression on the business. Customers and businesses thus extend mutual understanding over a long time. The measures to grow strong customer relationships provide real-time support and offer customer-focused solutions proactively. The aim of customer relations is to build a mutually beneficial relationship with the customer beyond the initial purchase.

A strong relationship or building with the customers is important. It is to ensure the business can operate in a good way and successfully and at the same time can give benefits to us and also to the customers. The function of **card membership** is that the customer receives the discount after collecting the points. Customers will be encouraged to make additional purchases in order to collect the points. We can also collect a database of customers through card membership, which is very useful for tracking customer purchase behavior and for promotional purposes.



Figure 6.0 Member Card of Asian Taste

Online selling increasing the number of potential customers It is open 24 hours a day, seven days a week. Customers can check Asian Taste official Instagram to check our Menu and latest offer. With the convenience of home delivery, customers can make purchases from wherever they are, at any time of day. It has reasonable prices. Easy market access. In many ways, entrepreneurs' market access has never been easier. Online marketplaces like food panda and grab food enable anyone to set up a simple online shop and sell products in minutes.

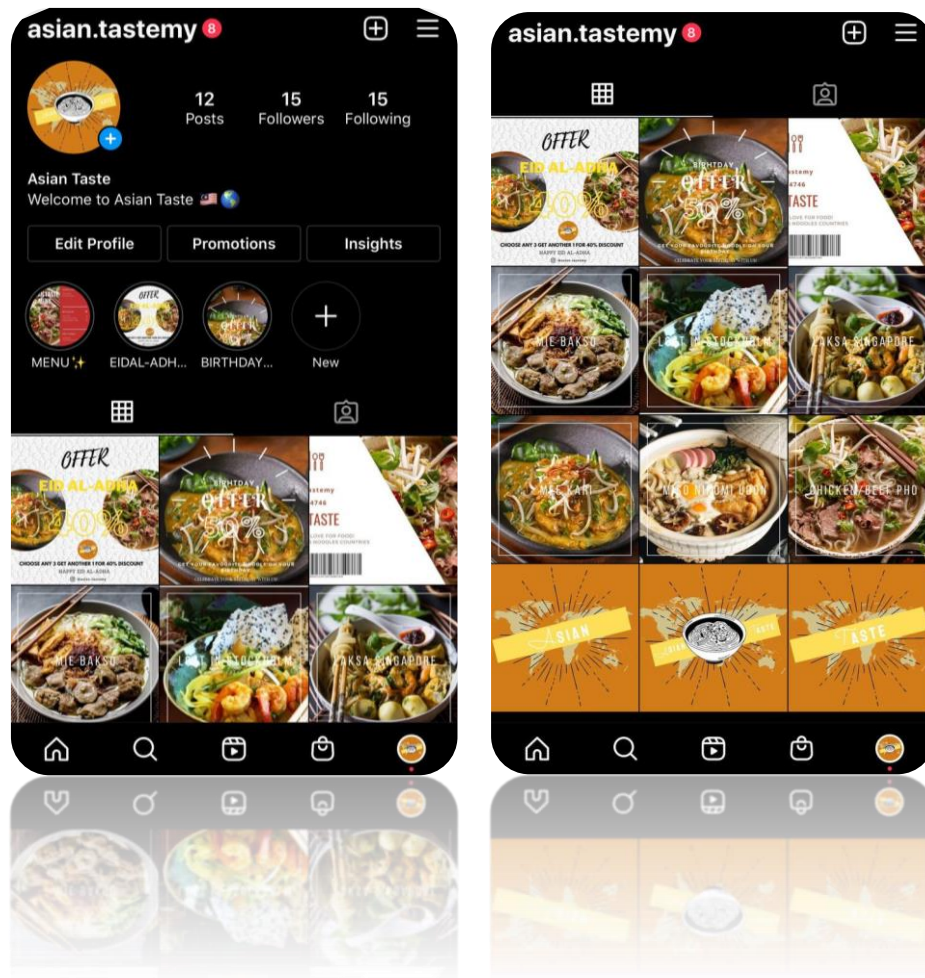


Figure 7.0 Official Instagram Asian Taste

The noun **discount** refers to a price reduction on a product or service. Discount, as a verb, means to lower the price. We offer a quantity discount to entice customers to purchase in larger quantities. Next, we can move more goods or materials, and the buyer or the customers gets a better price for them. Moreover, it can also help us to move stock while attracting new customers and persuade indecisive customers to buy.



Figure 8.0 Eid Al-Adha Offer of Asian Taste

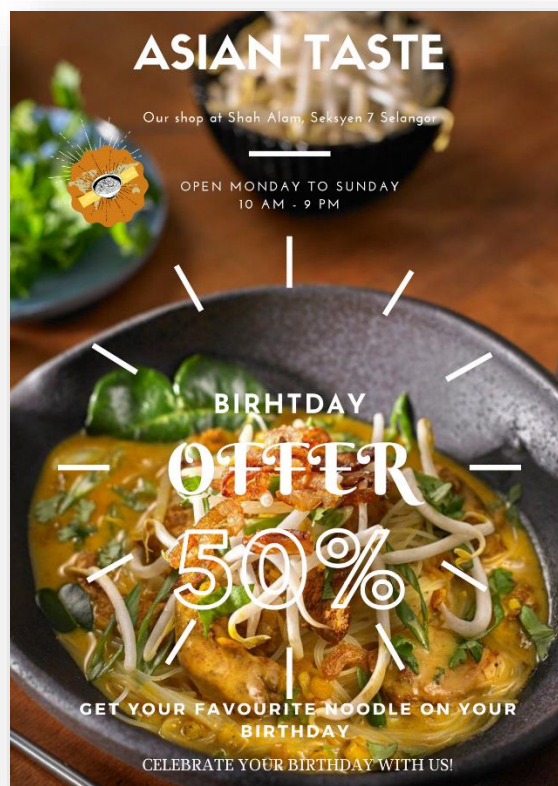


Figure 9.0 Birthday Offer of Asian Taste

Many small businesses use **free gifts** as a marketing strategy to attract attention and find new customers. Purchase includes a free gift is one of the good ways to attract customers. Promotions provide shoppers with an additional incentive to buy and can result in increased sales and improved brand loyalty for the retailer offering them. A well-executed free gift campaign can generate a lot of interest in the Asian Taste business; it's a marketing tool, such as social networking websites to our official Instagram account to generate interest and encourage people to share the news. The first step in making the giveaway memorable is to find unique and interesting gifts or promotional items to give as free gifts. To turn the free gift into a promotional tool, we add the Asian Taste logo, company name, and contact information.

2.2.5 REVENUE STREAMS

A business firm need a strong revenue streams to ensure the business operate effectively. The revenue stream is a source of revenue that we can earn to support any additional costs in our company. Firstly, we earn revenue from sales of our food and beverages. To begin with the classic ways we has been used to earn money by **transaction based revenue**. This way can generate by directly selling our product or a service to customer. The price of the product or service constitutes the production costs and margin, the business can able to generate more income from sales. Besides that, we also provide **delivery service to customers such as grab food and food panda**, yet not just that we also provide **curbside** so it directly hits on a consumer's desire to minimize touch points associated with delivery, in-store take-out and even drive-thru. For casual dining and quick-service restaurant locations without drive-thrus, curbside is the fastest low-touch option. We believe that new and exciting creative approaches will drive new revenue streams the growth of well executed (Tim Hand, 2020). In addition, we also have YouTube channel, the YouTube channel that we use is for provide any information about our restaurant or doing question and answer sections. Besides that, we also upload video cooking from our head chef. so that customers can follow the recipes that been showing and cooked at home. We can generate the revenue once people watch the ads that we put in our videos, and YouTube will have paid us for that. These all ways on how we generate our revenue.

2.2.6 KEY ACTIVITIES

All activities your advanced process to make a profit for the primary purpose. Operations, marketing, production, problem-solving, and management are included in business activities. It is to develop and offer a value proposition, to enter markets, to build and maintain customer relationships, and to generate revenue Strategic alliances have become an essential component of most business models.

Asian Taste needs a **shop** to expand the business. Having a shop is easiest for us to keep the stock in good quality. We need a large space to operate the business. For example, we need a large space to keep the different kinds of ingredients; dry and fresh ingredients. Moreover, we need to keep all the cooking equipment. There is a lot of different cooking equipment. Then, we need space to prepare and cook the product. It is easy for Head Chef and the staff to do their own work. Next, we need space to do the cleaning of all the plates, cutleries, and other equipment and to keep the plates and cutleries. Some customers like to come and enjoy eating at our shop. We also can learn what customers like and not when eating at our shop. Furthermore, easy to deliver food such as Food Panda and Grab Food to take the food and delivery to the customers.



Figure 10 Asian Taste Restaurant Lay Out

Raw materials are materials or substances that are used in the initial production or manufacture of goods. The availability of high-quality raw materials is a prerequisite for producing high-quality food products. The raw material quality by ensuring that suppliers are carefully selected and approved the needs of Asian Taste. Our ingredients supplier is MSM Kitchen Sdn.Bhd. We have been discussed with the suppliers to get high-quality ingredients. Raw ingredients are important for us. It represents the image of Asian Taste. We want the customers happy and enjoy eating out noodles by serve good food and high-quality ingredients and have a special touch with our Head Chef.

Advertising is a marketing strategy that can promote a product, service, or cause. Furthermore, advertisements, or ads for short, are the actual promotional messages. Advertising's goal is to reach people who are most likely to be willing to pay for a company's products or services and persuade customers to buy. Nowadays, people usually promote their products by using social media. It's the easiest way to do it. We using our social media platform, which is our official Instagram to promote our product and giving information about our offer, menu, and products. To create advertising, we need to design it first. By using canvas we can easily design everything there. We design our logo, offer advertising and menu by using canvas.



Figure 11 Advertising on Instagram Asian Taste 1



Figure 12 Advertising On Instagram Asian Taste 2

Food delivery services, in addition to being convenient and dependable, provide customers with access to limited-time offers and promotions. Retail food delivery is a courier service in which food is delivered to a customer by a restaurant food-delivery company. An order is typically placed via a restaurant's or mobile app, or via a food ordering service. We use Food Panda and Grab Food to deliver food to the customers. The benefits of food delivery apps include the ability to streamline orders because everything is handled online via an efficient online ordering process. Both the customer and we benefit from the automated system.



Figure 13 Asian Taste corporate with Food Panda & Grab Food

2.2.7 KEY RESOURCES

Key resources is the building block describing the most important assets needed to make a business model work. The most important in every business is to have their own **workers**. This is because the worker will give their performance and work hard to ensure that the outcome of the product will be achieves and to have the customer satisfaction. Therefore, the need to have employees is a major need because without employees who help in their various types of work, surely the outcome of achieving to such a successful hold cannot be achieved. Every worker would have their differentiate scope of job which are for marketing, financial scope, operator and others.

Next, the key resources in our business is also using the **physical resource**. The physical resources that we used to have is such as the building, store facility and transportation. All these things are very important to advance our business. If all the necessities of use are in good and comfortable condition, then the occurrence of the product to be produced will be in good condition. With the availability of these physical resources, it can help in very effective storage and can prevent from contamination from occurring. Contamination can occur if there is no safe place to make a process. For example, if there is no suitable building and only make it at home, it will inconvenience the workers due to the narrow and limited space, as well as disturb the neighborhood if it is in too noisy conditions.

Lastly, **the storages** that we had is also our main key resources. The existing storage space we use to store durable dry ingredients such as dried chilies, onions, rice, and others. We also adopt the concept of 'first in first out' (FIFO) to avoid old materials that are not used. With this storage space, employees will be easy to check for items that have run out or can no longer be used. This storage place can also be used as a place to identify items that are almost sold out and make it easier to inform suppliers. With this storage room, it will maintain good ventilation in storing the material. For example, the way of storing noodles is very careful and should not leave the noodles in a state that is too dry or hot, because it will interfere with the effect as the color of the noodles will change, and the taste will also be different and unpalatable. Therefore, the manager will be able to control how much of a material is needed and avoid wastage on an unused material. Storage space is also important so that the quality of wet ingredients such as meat to be used in the noodles is always maintained and not left exposed as such alone.

2.2.8 KEY PARTNERSHIPS

Key partners is the one who make us to perform to our key activities, such as to having the good relationship with the other people or **as the third people**. To ensure that the ready -made food we make is delivered safely to customers, we provide food delivery that is very popular in this century. This delivery is used as our partner to connect between us and the customer. Among them are such as the delivery of grab food and also panda food that is often used by everyone nowadays. With this facility it can further expand our business everywhere, especially with the presence of this covid-19. It can help the company in continuing to earn a living and work because it keeps getting orders from customers. Delivery using this service can also be convenient we accept orders from various places and only need to be sent through our middleman.

Our second key partners are **our dropship** to help promote our products. With this dropship, they will promote our products to their contacts. For example, if any of their contacts have just moved, then this dropship will act as a middleman who can promote and introduce our products to them. Therefore, at once it will make an increase in the number of our orders as a whole. So, to do business by dropship, you just need to get pictures and product info from the agent. Then promote the product on social media. If there is an order, you only need to share the details of the order with the agent and the agent himself will settle the packing & delivery. There is already a new sale to get a commission.

Our last key partners are **the suppliers** who work with our business. These suppliers to supply a variety of wet and dry materials at reasonable prices to us. We also buy it in bulk and a lot to get the right price at the same time it benefits the traders as well. Usually we will meet with suppliers to get ingredients such as mee, dried chilies, and even onions and eggs. These materials are important for us to produce our products and to ensure it is from a quality source.

2.2.9 COST STRUCTURE

The cost structure is the total cost and expenditures that we need to disbursed while operating our business. The most expensive cost structure that we need to pay is the **rental cost** of our physical store. Operating and managing the store require a bigger space to ensure that it can run smoothly thus it will cost more to rent a bigger premise

for our business. We need to include all the equipment that we need such as the stove, oven, and refrigerator in our store. Also, it takes a lot of space to store enough ingredients and packaging items to make sure that we will not run out of stocks when operating.

Next, the **operating cost** includes maintenance expenses, cooking equipment, utilities, cutleries, and packaging items. To ensure that we could manage to serve all the customers, buying enough equipment and utilities is a must. Also, cooking equipment such as oven refrigerators needed scheduled maintenance to prevent it from breaking down in any unexpected situation. It is vital to maintain all of the equipment to ensure that it will work efficiently.

The **ingredients cost** is also essential for us to run this restaurant. Providing nutritional and delicious meals to our customers is our priority. Hence, we will choose ingredients based on their quality and making sure that no spoiled ingredients are served to our customers. Having a good ingredient can enhance the business profitability and customers satisfaction thus will lead to a good review and image to our company.

A **delivery cost** is a cost of transporting or delivering goods. Our restaurant is available for online purchases on online applications such as Food Panda and Grab Food. We chose to sing upon the online delivery services as more people are starting to order their food online based on the current situation and lifestyle. Below are the total expenses spent for the previous month for all the stated costs.

| Activity | Description | Cost (Monthly) |
|-------------|---|----------------|
| Operation | Employees ($RM1,800 + (RM1,400 \times 4 \text{ person-monthly})$ Electricity, Water, Phone, Internet (RM1,200 monthly) Marketing (RM2,500) Kitchen Equipment and maintenance (RM1500) | RM12,600 |
| Ingredients | RM12,000 | RM12,000 |
| Packaging | Utensils (RM80) | RM290 |

| | | |
|----------|---|----------|
| | Biodegradable Food Container (RM150) Paper Bags (RM60) | |
| Delivery | Online Delivery Merchants Fee (RM9,000) | RM9,000 |
| Rental | RM1,200 | RM1,200 |
| | Total | RM35,090 |

Table3.0 Cost Structure of Asian Taste

In order to run our business, we hired 5 kitchen employees cooks for our customers. The head chef is paid RM,1800 monthly, and other employees are paid RM1,400. We spent an average of RM1,200 to pay for all the bills including internet and phone bills. The marketing expenses that we set each month for promoting our business is RM2,500. The kitchen equipment and maintenance expenses are roughly around RM1,500 to buy all the cutleries, crockeries, and also the maintenance service for the cooking equipment. The ingredients cost estimated to be RM12000 while the packaging cost is roughly RM290 recurrently. For delivery, we signed up as Grabfood and FoodPanda merchants for which the monthly fees would be RM9000. The fees for the service are estimated depending on our sales where the more sales we made, the more the fees we pay for the month.

3. CONCLUSION

In conclusion, we hope that our firm has a bright future ahead of it, full of opportunities and a great vision sight. The business model canvas (BMC), as we all know, is one of the tools that can help us achieve our goals by presenting us with a plan for the business we want to create. The business model canvas consists of nine building blocks that include key partners, key activities, key resources, customer segment, value propositions, customer relationships, channels, and cost structure and revenue streams. Asian Taste used the business model canvas as a reference to build the business strategy for the next plan and future change. We hope that Malaysians will recognize our company and that it will continue to operate in the future. We'll need a smart idea and a well-thought-out investment strategy to build an ethical business in the future. I am hopeful that our business will continue to expand and prosper in the future.

Getting the BMC has a lot of advantages. BMC will, first and foremost, support us in concentration. It is because it allows a corporation to understand how one component interacts with the others, including how activities, operations, processes, and so on. BMC is also about speed and strength. The reason for this is that the BMC's guiding principle is to focus heavily on quality over quantity. Finally, BMC is a common language whose beauty is that it offers a single reference and platform for explaining, discussing, and receiving feedback on each business model and its basic parts.

4. APPENDICES



Figure 14 Asian Taste Menu



Figure 15 Mi Quang Noodles, Asian Taste Product 1



Figure 16 Laksa Singapore, Asian Taste Product 2



Figure17 Mie Bakso, Asian Taste Product 3

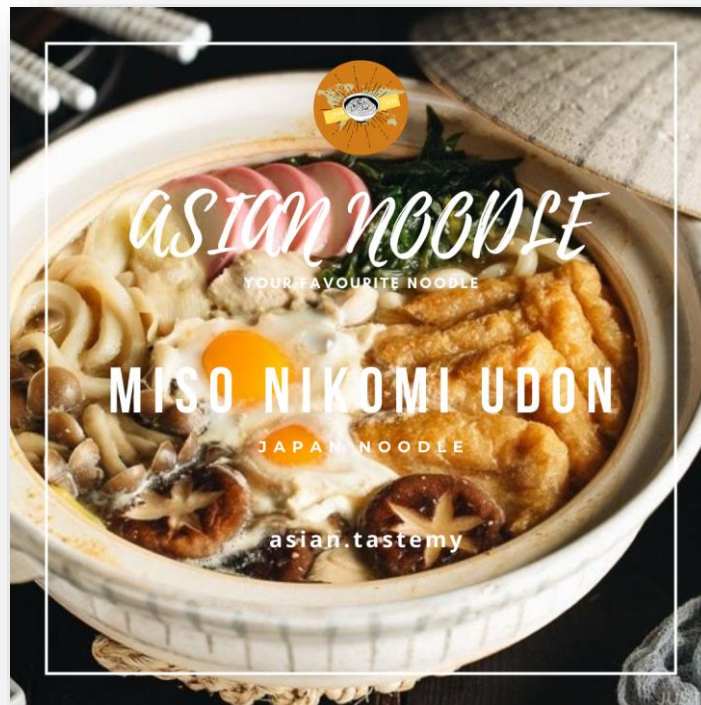


Figure 18 Misi Nikomi Udon, Asian Taste Product 4



Figure 19 Mee Kari, Asian Taste Product 5



Figure 20 Chicken or Beef Pho, Asian Taste Product 6



Figure 21 Mee Yin Yong, Asian Taste Product 7