



## **BUSINESS MODEL CANVAS**

### **PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS**

**FACULTY & PROGRAMME: FACULTY OF HOTEL & TOURISM MANAGEMENT**

**GROUP : HM241 3C**

**PROJECT TITLE : ONIGIRI NASI LEMAK**

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## ACKNOWLEDGEMENT



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## **EXECUTIVE SUMMARY**

Onigiri Nasi Lemak gives an introduction of a new way or presentation of an ordinary onigiri sushi into more interesting convenient food in the society. This onigiri will gives us a taste that will surely different and interesting among others onigiri products. Onigiri Nasi Lemak that comes with various choices is our main selling point. It is suitable for working people, students, children and etc.

We choose Shah Alam as our main location because the area is quite packed with people and there are many residential and working buildings. There is a lot of convenience stores in Shah Alam which make it easier for our products to be noticeable by many people.

During the process of making our onigiri, different ingredients are used to ensure the development of the consistency of the onigiri quality. This onigiri is made by using the best quality ingredients like seaweed, rice that been cooked with coconut milk and pandan leaf, and sambal chili with anchovies. The customers will buy the product because it may seem unique and interesting for the customers since it is new in their eyes and taste buds. Onigiri Nasi Lemak will be a unique product that will satisfy customer's needs and wants. The key trends in the growth of this industry include the rising of customers' demand for easy and ready to go food that easy to be found in convenience store like 7 Eleven and petrol pump station. It will eventually increase the demand for this Onigiri Nasi Lemak.

Our company offers an affordable price to our beloved customers so that all of them can afford to buy it. Our target customers who come from low incomes like students will surely choose our product over other brands. People who love Japanese and Korean food will surely purchase our product because we have our own unique and tasty food according to demand and trends. As customers have any problem to look for onigiri in the market that can reach their expectations, we always ensure that our products to be high quality and reach customer's expectations.

In the nutshell, we have analysed the business using Business Model Canvas (BMC) by listing our customer segments, value propositions, channels, key partners, key activities, customer relationships, key resources, cost structure and revenue streams.

# 1. INTRODUCTION

## 1.1 Company Background



*Figure 1: Onigiri Nasi lemak Logo*

This business name is Onigiri Nasi Lemak. The name is inspired by the main product we sell. We want a name that easy to remember and remarkable to the customers. By using this name, customers also indirectly know about our main product.

Based on the name, we know that our product is Onigiri Nasi Lemak. Basically, the product is an onigiri, but we make an innovation. The innovation is special for Malaysian people. We use nasi lemak as a filling for the onigiri because nasi lemak is a favourite food for Malaysian. Plus, the innovation can attract Malaysian to try the food from other country.

Onigiri Nasi Lemak is located at 2, Jalan Maraton 13/31, Tadisma Business Park, 40100 Shah Alam, Selangor. We choose the location because it is a business area. By that, we can attract people who always go there to try our product. The location is also a strategic area for new business, and we can develop strong marketplace.

For the logo, we create it using the triangle onigiri shape to show our product and put the name of our business to make sure people know about the product. Plus, we make it simple and cute to attract customers.

Onigiri Nasi Lemak is a partnership business. This company is owned by three partners. Nur Atira binti Azman has a business experience and becomes a general manager. Nurul Aliya binti Bakhtiar is experienced in finance and a financial manager. Meanwhile Tihani Syaza binti Che Abdullah is the operational manager because she is well-known about the main product of this company. The organization hired two managers for administration department and marketing department.

Our company also hire staff as a supervisor for the purchasing and indirectly help in operation department. Then, we also hire another two full-time staffs that can help in operation department and two part-time staffs that can work during weekend.

### Business Background

Business Name	Onigiri Nasi Lemak
Address	2, Jalan Maraton 13/31, Tadisma Business Park, 40100 Shah Alam, Selangor.
Email	<a href="mailto:onigirinasilemak@gmail.com">onigirinasilemak@gmail.com</a>
Telephone Number	017 - 5922 744
Main Activity	Selling Onigiri Filling Nasi Lemak
Form of Business	Partnership
Date of Registration	1st January 2021
Registration Number	K-195418
Name of Bank	Bank Islam
Bank Account Number	03027029559575

*Table 1: Business Background*

### Company Mission and Vision

- Vision
  - To become a preferred store in the country of people's everyday lives based on consistent quality products and exceptional customer service.
  
- Mission
  - We exist to make an innovation food that is suitable for Malaysian people, provide a great customer service and build powerful brand image.

Organizational Chart

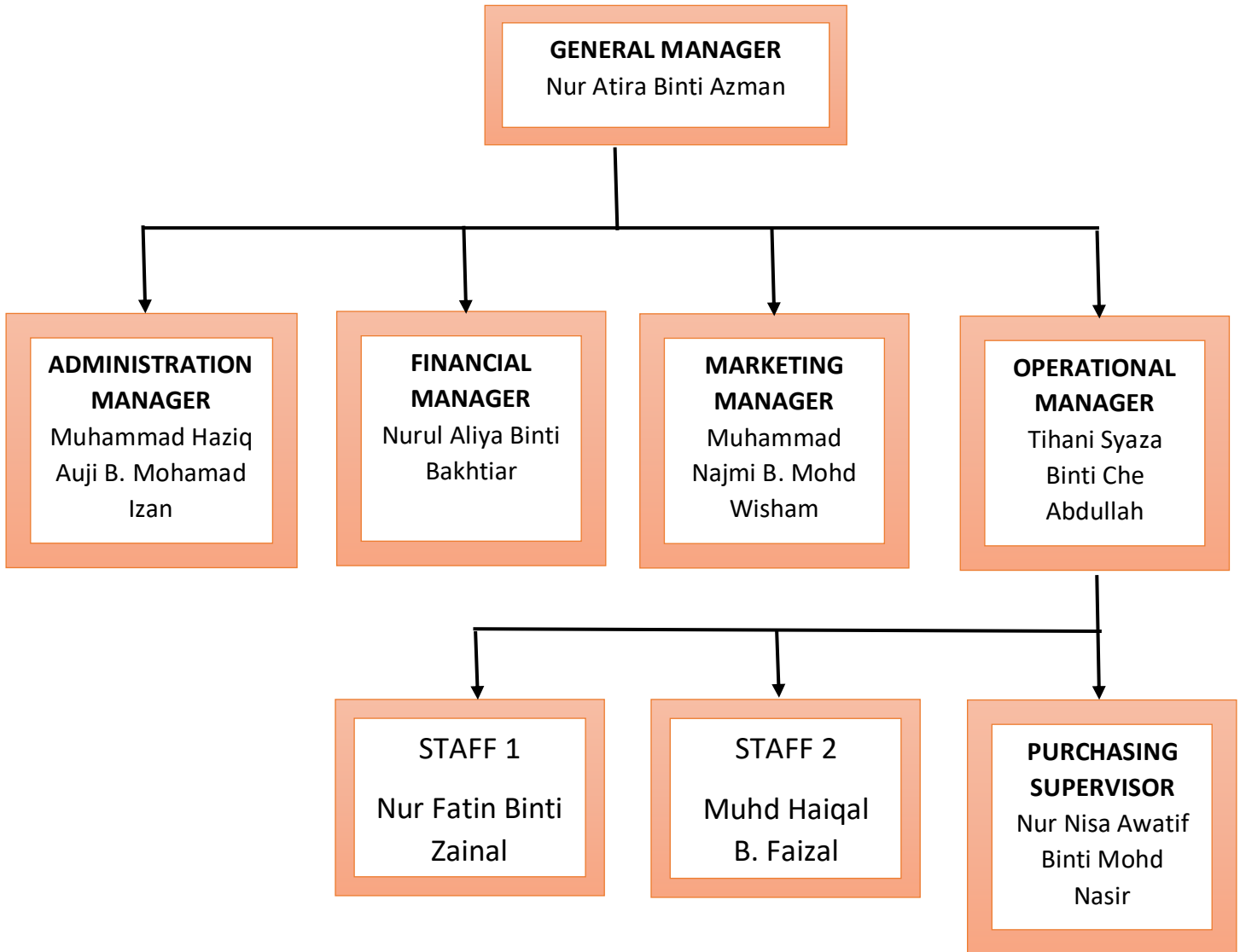


Table 2: Organizational Chart



## 1.2 Problem Statement

As we all know, the traditional Nasi Lemak is served as a main dish, served on a plate, or packed with food container and food wrappers. It is the people's choice for breakfast, lunch and even dinner. However, we have found out that with these methods of serving the dish, there are a few problems that the customer will face. Those problems are:

### **I. Customers wants food that can be consume on the go and convenient.**

The average working person or a student will not have enough time to consume food on the go. For example, if a person is taking a public transport to work or to class, they will want food that can be conveniently eaten on the go and they do not have to bring utensils such as fork, spoon, or plates to have their meal.

### **II. Customer do not want to waste time to que or dine in for food.**

This problem is very common among workers or students because they do not want to waste time to que in for buying foods and it will take even more time just to dine in at a restaurant when you are catching up with the time to work or class.

### **III. Customer wants foods that are easy to obtain**

A good restaurants and food stalls may not always be available at certain location. Therefore, customers need delicious food that can easily be obtained at their location. This is because, some customers do not want to travel far just to get a quick bite during short breaks.

### 1.3 Opportunity Recognition

The process through which individuals and businesses with an entrepreneurial attitude approach new business endeavors or ideas is known as opportunity recognition. In many respects, it is a perpetual brainstorming session in which people strive for "new and improved approaches" to solve problems. It could be a brand-new business concept or even new products or services that meet the demands and expectations of clients. Therefore, the opportunity we may seize are:

#### **I. Customers can consume our product on the go.**

This is because by consuming our product Onigiri Nasi Lemak, customers can have the same experience and taste of eating the traditional Nasi Lemak. The innovation that we introduce is, customers can consume our product conveniently without necessary utensils and can be eaten on the go at any time while maintaining the same taste of traditional Nasi Lemak.

#### **II. Customers do not have to wait in a long que or dine in to get our product.**

Our Onigiri Nasi Lemak is ready packed, and customers do not need to que or wait for a long time to buy our product. Besides, customers do not even have to dine in and wait to consume our product. You can just grab and go. You can also eat in your car when you are on your way to work or classes.

#### **III. Customers can easily obtain our products.**

Onigiri Nasi lemak can be bought off the shelves from various convenient stores even convenient stores in petrol stations and general stores all around the country. This makes our product highly obtainable for the customers to buy. Customers do not have to look for a food stalls or restaurants to buy our product. It is so recommended for those who are always in a rush and need a quick breakfast-to-go!

## 1.4 SWOT Analysis

SWOT stands for strengths, weaknesses, opportunities, and threats which is used to analyze direct rivals that offer similar products and services to the business. It helps to assist someone to have a better understanding of the competitive landscape, allowing them to clarify their own business strengths as well as the challenges they must overcome in order to beat the competitors. In this SWOT study, two competitors were chosen which are Nasi Lemak Cinta Sayang and Warung Nasi Lemak Pak Ayob Warisan. Both of them are well-known and popular nasi lemak stall in Shah Alam.

### **Nasi Lemak Cinta Sayang:**



*Table 3: SWOT Analysis (Nasi Lemak Cinta Sayang)*

**Warung Nasi Lemak Pak Ayob Warisan:**



*Table 4: SWOT Analysis (Warung Nasi Lemak Pak Ayob Warisan)*



*Figure 2: Nasi Lemak Cinta Sayang at Seksyen 13*



*Figure 3: Warung Nasi Lemak Pak Ayob Warisan at Seksyen 20*

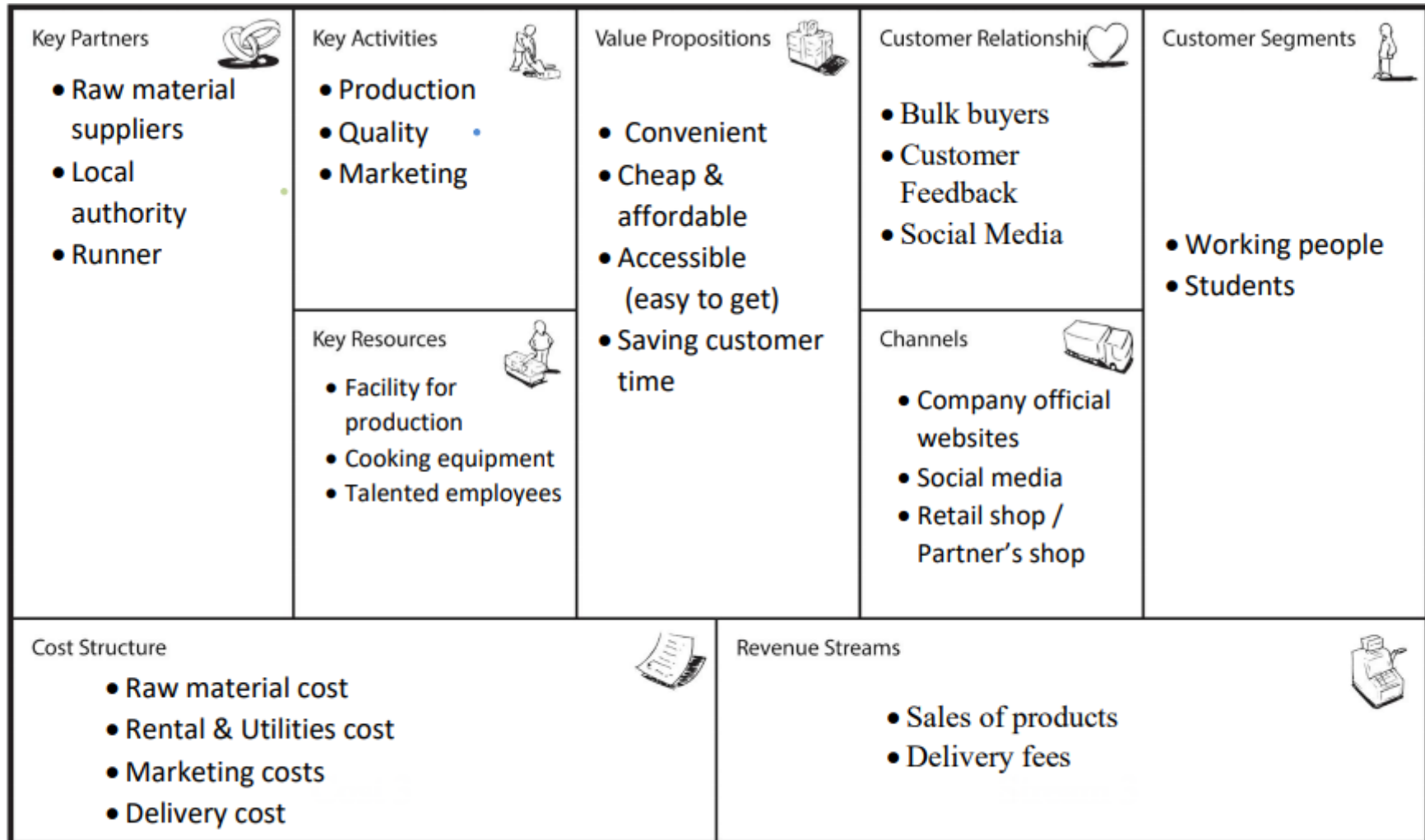
### 1.5 Purpose of Business Model Canvas Preparation

This Business Model Canvas was made to give a clear picture about our start-up business. It helps the business owner to identify the problem and finding the solution to overcome all those problems that need to be solved. Not only that, but it also helps make the business owner and his/her partner to be able to prepare a proper plan and act as a guidance to achieve their business goals. In this Business Model Canvas, we discuss about our potential product which is Onigiri Nasi Lemak and how to find a solution to make this product launch successfully.

The Business Model Canvas gives a thorough explanation of current emphasis such as sales goals, profit goals, organizational charts, key management positions, key management individuals, management remuneration, and business ownership. With this report, we can make a better decision to improve our business performance in many ways. Therefore, we can enhance and improve existing weaknesses and shortcomings.

## 2. BUSINESS PROPOSAL

### 2.1 Business Model Canvas (BMC)



## 2.2 Explanation of Business Model Canvas (BMC)

- Customer Segments

The customer segment refers to our target market. The target markets for our Onigiri Nasi Lemak are working people and students. This is because we have identified that both working people and students who needs some food consumptions to get through their daily task and lifestyle. As we know, someone who is working and studying need enough food and nutrients daily to cooperate with their busy schedule. With the busy and tight schedule, sometimes these people do not have the ample time needed to consume food. Therefore, our Onigiri Nasi Lemak will be a good choice as a convenient, delicious, and ready to go. Moreover, for those people who are craving for some Nasi Lemak but are too busy with their daily tasks can easily consume our products at any given time and place. In addition, our Onigiri Nasi Lemak can be obtained easily at convenience stores and general stores. Thus, our target customers do not have to go find restaurants or stalls and do not have to dine or wait in a que to get our product. Lastly, our product is sold in affordable price, which means that those working people and students who are on a tight budget can afford it.

- Value Propositions

In easy words, a value proposition explains why a consumer should choose one product over another, emphasizing the product's distinct value above its' competitors. A value proposition is a unique mix of products and services that give value to the customer by solving a problem that the customer is experiencing or by giving value to the customer. It is what makes customers choose one brand over another. In our case, Onigiri Nasi Lemak tend to be a solution to several problems that people usually get. First, our Onigiri Nasi Lemak is convenient which fits well with a customer need. We have traditional nasi lemak that people need to wait it to be ready, to find a good place to eat, to enjoy and many more. But with Onigiri Nasi Lemak concept, people can get and enjoy our signature dish easily. Customers can get our Onigiri Nasi Lemak at our store in Shah Alam, convenience store and partner store that mostly opened near highly population density. Besides, it is convenient and easy to enjoy our Onigiri Nasi Lemak since you do not need a plate or place to eat it.

Next, we also ensure that our Onigiri Nasi Lemak is not expensive and affordable to customers. Compared to traditional Nasi Lemak, the price is depending on the location and a side dish that you choose. But with our product, we make it comes with variety of dishes and flavours but at the same price.



As we know, people nowadays always find food that is easy to consume and easy to get. Onigiri Nasi Lemak can save customer time to have their food. They do not need to find a store or stall to buy the Nasi Lemak instead they can go to convenience store and buy our Onigiri Nasi Lemak. In addition, it also saves the time for customers to wait or que for their food to be served. Usually, lunch hour break is only about one hour depending on the company that make the employees need to grab their food as soon as possible. With our products, customer can enjoy the food anytime and anywhere they want.

- Channels

The third elements in our business model are Channels. Effective channels will help to distribute our company's value proposition to our targeted customers in ways that are fast, efficient, and cost-effective. We will actively market our products and services through company official websites, social media, retail, and partner shop.

Firstly, we create our own company website. Many people spend most of their time on the internet. This could be to purchase a product, use a service, entertain themselves, or for a variety of other purposes. For a business, having a website and social media has become crucial. If you are into a business and do not own a website, you might be losing a lot of potential customers online. Thus, that is why we created our own business website to grow our business in many folds. One of the primary benefits of having a website is that it is available to anyone, anywhere, and anytime. Customers can be able to access our website and enjoy our services to obtain the information they needed even during non-business hours. They can also select and order their choices of Onigiri Nasi Lemak for the delivery on the next day.

Next, we distribute on social media such as Facebook and Instagram. Social media is quickly becoming one of the most significant components of digital marketing, which offers great benefits that allow businesses to attract local and national customers. We will always keep on track and upload high-quality content for our beloved customers in order to strengthen our engagement on social media. Our Facebook and Instagram allows customers to get any information regarding our business. For instance, the location, menus, and business hours.

Lastly, we use retail and partner shop. We distribute our Onigiri Nasi Lemak to petrol pump stores, convenience stores such as 7 Eleven and also to roadside stalls. When we sell our products to retailers and they sell our products in their stores, it can increase the exposure of our brand and products to our potential customers and give easy access to our existing customers to buy our Onigiri Nasi Lemak. No worries, we change our Onigiri Nasi Lemak every 3-4 days to ensure the freshness and avoid food expiration.

- Customer Relationship

Customer relationship represents how do we build relationship, trust, and stay connected with our customers. We have to maintain a good customer relationship and build trust so that the customer will continue to buy and consume our product. Firstly, we build our relationship with retailers such as convenient stores and general stores owners as they will buy in bulks which is in large quantity and sell to the market.

On our official company social media pages and website, we also provide our contact information so that the customers can order, interact, and give feedbacks about our products. Customer can also give recommendations and improvements suggestions for our product. Bad or good feedbacks from customers is highly recommended as we can improve our services in the future.

The other method that we use to stay connected with our customers is by using social media such as Facebook, Instagram, and also personal contacts through WhatsApp messengers. We make it easier for our customers to reach us and we shall ensure that our staffs will treat our customer with respect regardless of the communication channel used.

- Revenue Streams

Revenue streams represents the money that our company generates from our business. Firstly, we will gain revenue from each product sold to customers and retailers. The number of sales will determine how much profits we will gain. The higher the number of sales that we made, the greater the profit for our company. This is the main source of revenue for our business, and it is the most important aspects of our company's sustainability and success.

Next, we also gain revenue from delivery fees. The delivery fees are determined by the location of the customer. The further the customer's location, the more expensive the delivery fees. We deliver our products nationwide which will allow us to further grow our product reach, brand name and generate greater revenues.

- Key Activities

According to Strategyzer, key activities are any activities that a business is engaged in for the sole purpose of earning the profit. The primary main operation in the Onigiri Nasi Lemak is to produce different taste of onigiri. Cooking includes making a tasty onigiri and putting together filling and design that complements the onigiri's taste and look. We cook the onigiri in a process where, while you are waiting for the rice to be cooked, we will provide the filling. The process takes a long time because we want to ensure that the sambal is properly cooked so that no customers complain about our food.

Moreover, we make our onigiri with the right amount of ingredients to put into the product. We use the best quality of ingredients like seaweed, rice that been cooked with coconut milk and pandan leaf, and sambal chili with anchovies. We always ensure that our products will fulfill your demands and meet your expectations.

As for marketing, we will use our own company's website, social media and retail store promote our product. Lastly, we sell our Onigiri Nasi Lemak through convenience stores such as 7 Eleven, canteen and petrol pump station.

- Key Resources

Key Resources describes the most significant assets needed to make a business model work. These keys are the resources that helping an organization to generate and a great product, reach markets, and earn revenues. The key resource of the Onigiri Nasi Lemak is cooking equipment. It is because this equipment will help the company to produce a great product. This is the main thing that this company needed because without this equipment, the product cannot be process. It is necessary to have the right equipment to manufacture better quality products.

Other than that, facility for production is one of the key resources for the company. These resources can help the process of preparing the product become easy. We need to produce the product in large quantities at that time because our product is a food that cannot be kept for a long time. So, this facility can help to produce and prepare product in a short time. Plus, this facility will help the company from hire a lot of workers.

Furthermore, we also need talented employees in the business. We cannot expect one hundred percent on the equipment and facilities. The talented employees are referring to the employee who have skills in preparing the product. They will become manpower for the company and helps the company to provide a great service to customer.

- Key Partners

Key partners are the network of suppliers and partners that help work with our business model. It could be a company's relationships with the suppliers, distributors, or business associates. We forge partnerships to optimize our business, reduce risk and acquire resources. For our business, we developed partnership with our raw materials suppliers. Our suppliers are located near our premise and sometimes we also ordered from an online platform. We choose the best quality of raw materials for our customers.

Next, local authority is important as it is responsible for a variety of services to business including permits, licenses, permissions, and business support. These also include collecting business rates and approving planning applications, enforcing health, safety, and environment. Since we have a store in Shah Alam, we need to contact and connect with local authority regarding licensing and registration services.

For delivery purpose, we create a partnership through runner to customers. Runner will make it easier for us to distribute and deliver our Onigiri Nasi Lemak to customers according to their orders. Our runner is responsible for delivering the food from the kitchen to a customer regardless their location. They are also responsible for ensuring that each customer receives the correct order. We can deliver our products to customers who cannot buy through retail shop or too lazy to go out especially during this pandemic. The example of runner service that we can collaborate are Foodpanda and Grabfood. We also can hire a staff to become the runner and it indirectly give them job opportunities.

Overall, we believe that a good relationship with our key partners must be maintained for our business to run smoothly in the future.

- Cost Structure

Basically, all of the fees and expenses that your company will spend while executing your business model are defined by your cost structure. This is a crucial stage in the process since it will assist your team determine whether to pivot or continue. In our case, we have five main cost structure regarding our Onigiri Nasi Lemak which is raw material cost, labor cost, rental & utilities cost, marketing cost and delivery cost.

Firstly is raw material cost. It consists of our raw materials to make Onigiri Nasi Lemak which are rice, onions, chilies, cooking oil, coconuts, vegetable, raw meats, and packaging cost. The raw materials costs are easy to get and less expensive. We can get these raw materials at cheaper price since we buy in bulk through suppliers. Our shop also required human resource to run our production which at the end will be calculated as labor cost. For early started of the business, we aimed to have only 3 to 4 people to run our production. It includes kitchen helper, food wrapper, runner to buy a raw material and delivery staff.

Next, rental & utilities cost which consist of water, electricity, rent for our shop and not only that, but we are also placing our product at several convenience stores like 7 eleven and petrol pump station. By that, we need to pay a rent for placement of our product at their store.

In addition, marketing cost is when we market our products. For instance, sometimes we hire an influencer or an artist to promote our Onigiri Nasi Lemak in social media. Posters, banners, and signboard are also one of our marketing costs. Last but not least, our company also requires delivery cost since we provide delivery services to customers in our range location using our own delivery staff and runners.

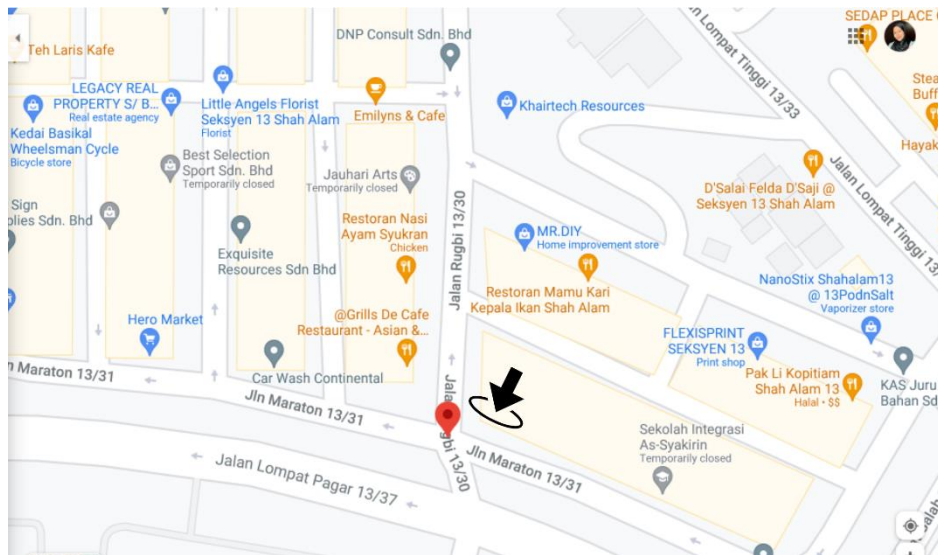
### **3. CONCLUSION**

In sum, we are grateful to be able to finish this Business Model Canvas. We have gone through a lot of new experiences, and it is very helpful to all of us to be part of this business. We hope that our company will progress and run smoothly in the future.

Our goal is that we want to make high profit from the presence of our products and services even though there are many rivals await us. We also hope that with our dedication and hard work, we will achieve our vision to become a preferred store in the country of people's everyday lives based on consistent quality products and exceptional customer service.

Lastly, we will give full commitment and responsibility in delivering our products and services to our beloved customers. Our company are encouraged to take any opportunity and overcomes threats whether directly and indirectly to increase our business performance. We hope that our 'Onigiri Nasi Lemak' will catch your heart and be your favourite choice of food to fill your stomach, wherever and whenever you are.

#### 4. APPENDICES



*Figure 4: Location of our Store/Shop*



*Figure 5: Our Onigiri Nasi Lemak*





**COMES WITH  
VARIOUS SAMBALS!**

*Figure 6: Inside of our Onigiri Nasi Lemak*



# ONIGIRI NASI LEMAK

FOR THOSE WHO ARE BUSY  
AND NEED SOMETHING TO FILL  
YOUR STOMACH!!

**GRAB & GO**



*Figure 7: Our Company's Poster*