



## *“THE CAFETERIA DIARIES”*

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

#### **FACULTY & PROGRAMME:**

Faculty of Information Management, Library Management (IM244)

**SEMESTER:** Semester 3

**PROJECT TITLE:** Business Model Canvas (The Cafeteria Diaries)

#### **NAME:**

<b>NAME</b>	<b>MATRIX ID</b>
IFFA NADIA BINTI AZLAN	2020988141
UODIA ANAK CHARLIE	2020967891
ZURAINI BINTI ZAHASIMI	2020952563
NURALIYA BINTI GHAZALI	2020952799

**LECTURER:** Madam Nadiyah Maisarah Binti Abdul Ghani

## **ACKNOWLEDGEMENT**

This assignment, ENT530 (Business Model Canvas), had been gave us a tremendous impact toward ourselves especially in business. Through this assignment it is very beneficial for us in term of enhancing our knowledge further in this subject. In performing our assignment, we had to take the help and guideline of some respected persons, who deserve our greatest gratitude. We would like to show our gratitude to our lecturer Madam Nadiah Maisarah Binti Abdul Ghani, for giving us a good guideline and valuable time for us in order to complete our assignment. We would also like to expand our deepest gratitude to all those who have directly and indirectly guide us in writing this assignment.

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## **EXECUTIVE SUMMARY**

*The Cafeteria Diaries*, located at NO. 16-1B, Jalan Boling Padang F13/F, Seksyen 13, 40100, Shah Alam, started the operation at 1 June 2021. Based on demand on food that have been rising nowadays, our mission is to give our customers a place to eat, relax and gain knowledge by offering the best food, service and reading materials. We imagine a world where most of people have a good intellectual, but still maintain their health in mentally and physically, is our cafe vision. As for our cafe value is to include providing fair wages for workers, giving back to the communities we work with by serving the great food, coffee and reading materials.

In order to fulfil the demand of food needed by the customers and at the same time prepare good services for them, at first we need to conduct a survey to find out customer preference. Since our cafe serve various kinds of foods and drinks, we need to know how it should be serve, the suitable budget and book genre that need to be in our cafe. Our cafe consists of 4 members which are in different main position. There is Nuraliya Binti Ghazali as a general manager, Iffa Nadia Binti Azlan as an administration manager, Zuraini Binti Zahasimi as a marketing manager and Uodia Anak Charlie as a financial manager.

To grow and expand our customers and improve the market share over the future, we will come out with the unique and extraordinary recipes to make the customers satisfied. We use fresh ingredients and get it from the trusted supply. Since nowadays food become demanding especially on rare, simple and ready to eat, our cafe that serve variety of food and drinks able to increase the economy financial also at the same time improve the country image.

## INTRODUCTION

### 1.1 Company Background

- **Company's Name** : The Cafeteria Diaries
- **Industry Profile** : Food Industry
- **Location** : NO. 16 – 1B, Jalan Boling Padang  
F13/F,  
Seksyen 13, 40100, Shah Alam
- **Telephone number** : 03-31426354
- **Form of business** : Partnership
- **Date of Business Commencement** : 1<sup>st</sup> June 2021
- **Date of Registration** : 1<sup>st</sup> June 2021
- **Registration number** : JR123456-A
- **Bank name** : CIMB Bank
- **Bank account's number** : 7619700227
- **Factors in Selecting the Proposed Business** : - To share the loves of books and coffee to people  
- To provide a rest place after a busy day
- **Future Prospect of the Business** : - Open more branches in Malaysia  
- The books can be lend and turn into mini library