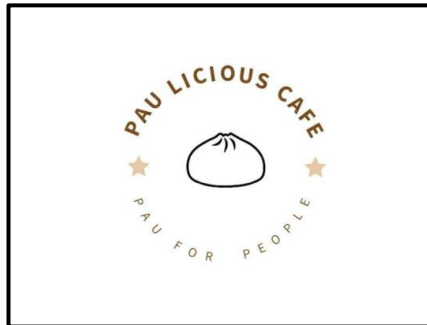




**FACULTY OF INFORMATION MANAGEMENT AND BACHELOR OF INFORMATION  
SCIENCE (HONS.)**

**BUSINESS MODEL CANVAS**



**PROJECT TITLE: PAU CAFÉ**

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

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## **EXECUTIVE SUMMARY**

Bao, also known as Pau in Malaysia, has been around for a long time and is usually seen at R&R or Chinese eateries. Pau Licious Cafe taking advantage of the fact that Pau is not that easy to find especially, for Muslims who live in the city. That is why the owner chose to open this business. The name of the café is Pau Licious Café, which indicates that we sell scrumptious pau.

Pau Licious Cafe took the opportunity to be the first café that sells Pau as their main dish while selling other food as well. The focus of Pau Licious Café is to serve the most delicious pau with fast serving to customers, which is where the slogan "Pau for People" comes from.

The premise is located at Lab 6 & 7 of Persiaran Setia Alam, Eco Ardence 40170 Shah Alam, Malaysia. The chosen location can be considered as a strategic place because it is located near the community that lives at the Sub Urban City which they considered as a modern people that would try some new and unique things like our dessert.

The goal of the company is to become established as the leading manufacturer of the foods industry in Malaysia. To achieve this goal, Pau Licious Café's critical success factors will be to identify emerging trends and integrate them into our company operations, respond quickly to season changes, provide high-quality services, invest time and money in marketing and advertising, expand into specialty markets, and stay ahead of the "technology curve".

## **1.0 INTRODUCTION**

### **1.1 Company background**

To come up with a good topic for a Business Model Canvas, one of the most crucial elements is to select a product that has a lot of room for improvement. Our group decided that studying a product that was in high demand would be the most beneficial. We have decided to create our café, which we've dubbed Pau Licious Cafe Enterprise. After observing how much consumers appreciate this style of pau, we came up with the name for the company. As a result, we decided to establish Pau Licious Cafe Enterprise, our own organization. We have opened our store. We believe that our shop's uncommon name will attract more customers to come in and experience the uniqueness of our merchandise. When our customers dine-in at our cafe, we provide a nice environment in which they may feel at ease and take a break after work or during lunch. There is also a pleasant space available for meetings or discussions. We also make a shelf with a variety of book types.

Our primary business is a bakery, and pau is our major product. We produce a variety of fillings of pau. For your information, we have a service which we can deliver your order but depend on the area you are located. Our cafe is situated, at Shah Alam. Kaya Pau, Chicken Pau, Beef Pau, Chocolate Pau, and Red Bean Pau are among the pau we offer. But we also want to try something new as our new flavour for pau to make a difference from others and show the twists to our products. This business was founded by four partners. They are Mr. Muhammad Akmal as the General Manager, Miss Nur Izzahtul Husna as the Administration Manager, Mr. Muhammad Ariff Alimi as the Operational Manager, Miss Rabiatal Adawiyah as the Financial Manager. Since we share the same interest, so we decided to do this business together. We had prior business experience, but not together, so we pooled our resources and started our own company.

The premise is located at Lab 6 & 7 of Persiaran Setia Alam, Eco Ardence 40170 Shah Alam, Malaysia. The chosen site is significant since it is close to a group of individuals who live in the Suburban City and are considered modern people who are willing to try new and distinctive things, such as our dessert. We have registered our company on 24 April 2021. Our business starts to move on 1 May 2021, and this date is the same as our company date of commencement. Our prospects are we want to be the first choice of customers and customers in the food industry in the state of Selangor also around in Malaysia. Moreover, we will produce the highest quality bakery products and will continuously improve all aspects of our business and products. Lastly, we will create a quality standard in the food industry by using the latest equipment and technology to compete with other competitors.