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BUSINESS MODEL CANVAS (BMC) – Click2Eat Delivery

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TABLE OF CONTENT

TITLE	PAGES
TABLE OF CONTENT	1
EXECUTIVE SUMMARY	2
1. INTRODUCTION	3
1.1. Company Background	3
1.2. Problem Statement	4-5
1.3. Opportunity Recognition	6
1.4. SWOT Analysis	7-13
1.5. Purpose of Business Model Canvas Preparation	14
2. BUSINESS PROPOSAL	15
2.1. Business Model Canvas (BMC) Point- Graphic	15
2.2. Explanation of BMC	16-20
3. CONCLUSION	21
4. REFERENCES	22

EXECUTIVE SUMMARY

Click2eat is a local food delivery platform in Malaysia. Click2eat food delivery service will deliver your favourite local and international meals in front of your door steps. Click2eat was established in 2016 for the purpose to help the people living the busy life in the city to be able to enjoy delicious foods and company anytime and anywhere they want. Chief Executive Officer, Nurul Izzah with the help of our five friends have succeeded in making Click2 eat as the most successful meal delivery platform as Click2eat are always one step ahead from our competitors especially in marketing, promotion and service. We provide high-quality and user-friendly website and application that is well loved by the Malaysian.

In Malaysia, we found out that other food delivery services have problems and flaws that we could fix and overcome. For example, other food delivery services only provide their services at limited shops and limited times. They also didn't provide a real-life food picture of the food as well as only covers certain areas in certain market segmentation only. We have observed and take the necessary steps in overcoming these problems by providing food delivery service that operated for 24 hours and cover all Malaysia regardless whether it is in rural or city area. We also cover all market segmentation which includes students that are in need which are in accordance to our purpose as to help people in needs.

Nowadays, the use of online purchases helped to give opportunity for Click2eat to growth as people are restricted to dining outside due to the lockdown. Click2eat also have many benefits in these business fields as we have improved the shortcomings of our competitors and these will lead us earn higher profits. Therefore, with these profits we are able to provide top notch services for our customers. Furthermore, since establishing Click2eat we also provide job opportunities such as provide job opportunities to our food delivery riders. These opportunities are not only benefited to Click2eat but also to the society.

Other than that, we have made an observation by making SWOT analysis comparing the two of our main competitors which are Dahmakan and FoodPanda. By this observation we found out that we have our own strength, weaknesses, opportunities as well as the threats that could affect our company. By doing this SWOT analysis we are able to perform better by focusing on our strength and opportunity and reducing our weaknesses and threats.

In sum, we have analysed our business which is Click2eat using Business Model Canvas (BMC) by focusing on our key partners, key activities, customers relationship, customers segments, key resources, channels, cost structures and revenue sources. These Business Model Canvas helped us in running our business smoothly and effectively.

1. INTRODUCTION

1.1. COMPANY BACKGROUND



Click2Eat is an online food delivery platform which is headquartered in Kuala Lumpur, Malaysia. Click2Eat was launched in February 2016 by six local Malaysians. The founder and the Chief Executive Officer (CEO) of Click2Eat is Nurul Izzah binti Zulkiflee. She started out the business as soon as she realized that food delivery services are important especially to the people living in Kuala Lumpur. Nurul Izzah started the business with the help from her five friends which are now holding vital positions in Click2Eat. Click2Eat began operations in Kuala Lumpur for a year. In 2017, Click2Eat starts expanding to other states in Malaysia with great success.

Click2Eat is a varied collection of individuals with the goal of developing making Click2Eat as the most successful meal delivery platform. Despite this, the company manages to increase its sales volume every week. Click2Eat has a huge staff of over 40 workers at its offices, as well as over 1,500 riders who have signed up to work for the company. Click2Eat's mission is to connect foodies with their favourite dishes from the best selected local eateries. In terms of marketing, engagement, number of acquisitions, and social media followers, Click2Eat has consistently outperformed competitors such as Foodpanda, DahMakan, Grabfood and more. The competition to be the king of the online meal delivery business is far from over, but Click2Eat appears to be a serious candidate to win.

Due to its user-friendly, high-quality, and functional interface, Click2Eat has been an instant success. Over time, the company has tried to improve a variety of services in order to boost internet traffic. Customers use the Click2Eat website or application to order their favourite food. Both the website and the application work in a similar way. In year 2019, the on-demand meal delivery business has grown to over 5,000 partner restaurants in over 50 locations across Malaysia, Brunei, Indonesia, and Thailand. Click2Eat entered the real of online meal delivery in 2016 and grown in popularity throughout Southeast Asia, with plans to expand globally in the future.

1.2. PROBLEM STATEMENT

To begin with, from what we have observed from existing food delivery services such as Foodpanda, GrabFood and Pop Meals (formerly known as DahMakan), customer cannot order from different shop at one time. Customer could only choose menus from the same shop. If they want to order foods from other shop, they have to make different order that is specifically from that store. Therefore, in Click2Eat, we allow customer to choose foods from different store on one checkout only. All orders from different shop will be calculated and it will display the total payment. This process will ease customer without having to checkout several times.

Next, most shops on existing food delivery services does not provide real-life food picture. Thus, customer could not imagine the portion of foods when they make an order. Other than that, food appeared differently than real-life. As a customer, we often hear complaints on social media stating that the food in advertisement were totally different than in-life foods. From own experience, vegetables received far from a fresh vegetable. Hence, Click2Eat would provide augmented reality for food display to customers. We focused on customer satisfaction; hence we hope that this method will satisfy each of our customers regarding the appearance of food in our official websites and mobile application's display and in real-life.

Other than that, since our targeted customer is for professional worker and busy people, we aspire to help this group of people without having to cook at home last minute after settled with work. They also might reach home late after work as they have to deal with road traffic and cooking could take some time to prepare for the meals. So, they do not have to think whether at their home have sufficient ingredients to cook because we could deliver to them at any time including rush hour without charging any extra fees like other similar services did.

Apart from that, we can help to deliver foods to customer at certain time. No worries if customer have cravings at midnight! Click2Eat have partnered up with some shops so you can still order your favourite foods at 3 a.m. in the morning. We understand that some people will have cravings at late night so from our services, we offer customer to satisfy their cravings at midnight. It would be delivered in front of your house no matter the time is.