

**Universiti Teknologi MARA**

**A Business Model:  
e-Bakery System**

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## **ABSTRACT**

Day by day technology has change rapidly in this decade. The Internet has emerged as the most important technological innovation in communications in recent times. Because of this situation, many businesses that perform brick and mortar try to change to from this traditional way into the new ways, the click and mortar. This is because of the benefits and profits that can be generating by these types of business are more worth. Bakery industry in Malaysia also tries to do the same things, but in order to do the changes, the proper planning and strategy is important. The most important thing that the company must do is to design the suitable business model that suit with their business. It is because business model is the model that the company can gain their revenue effectively and continuously if it properly develops.

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# CHAPTER 1

## INTRODUCTION

This chapter provides the general background and the rationale of the study. It also gives details of the objectives of the study, significance of the study and other related issues and problems that led to this research.

### 1.1 Background

#### 1.1.1 Food Consumptions in Malaysia

Generally, the rise of bakery product consumption in Malaysia is in line with the population's growing affluence. According to Datamonitor Research Store (2009), the market for bakery and cereals in Malaysia increased between 2002-2007, growing at an average annual rate of 8.8%. Regarding to Datamonitor Research Store (2009), the leading bakery company in the market in 2007 in Malaysia was Silver Bird Group Bhd. The second-largest player was Apollo Food Holdings Bhd with Gardenia Bakeries (KL) Sdn Bhd in third place.

There are several other factors that cause the increasing demand of bakery product in Malaysia. The main factor is the bread makes quite similar diet with rice, which is both are high in carbohydrate and protein contents, 83% and 90% carbohydrate and 13% and 8% protein respectively (Anon, 2004). This suits the eating patterns of people from a hot and humid region, where high caloric food is needed for energy production. Rice is the staple food for countries in Asia continent especially Malaysia, but it is a meal that needs to go with other dishes prepared separately. Dish preparation needs time