



اَبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
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## COMPANY PRODUCT LOGO



## BUSINESS MODEL CANVAS

**CHEZ BURN**



PRINCIPLE OF ENTREPRENUERSHIP (ENT530): BUSINESS MODEL CANVAS

FACULTY &

PROGRAMME : FACULTY OF FILM, THEATRE & ANIMATION

SEMESTER : 4

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## **ACKNOWLEDGEMENT**



Assalamualaikum W.B.T.

First, I would like to express my equal gratitude to Allah S.W.T for giving me health and strength in completing this given assignment. I would also like to express my sincere thanks to my lecturers and colleagues who also helped and shared knowledge throughout the completion of this assignment.

Secondly, I would also like to give my appreciation to my lecturer, Madam Nur Huda, for teaching and imparting infinite knowledge to us. Next guide, encourage, and provide all the facilities as a reference to us in working on this assignment and completing it on time.

Finally, I would also like to thank my friends who have helped us a lot in providing important information related to this assignment. Next, I would also like to thank my parents who have given me a lot of encouragement and words of encouragement throughout the completion of this assignment. The prayers of both parents are very important to me because the prayers from them are what make me always strive to complete this task. I hope this assignment is well received and can give us good marks.

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## EXECUTIVE SUMMARY



This business is a jointly undertaken business partnership. The business will be run by five people who hold positions as General Manager, Administration Manager, Marketing Manager, Operations Manager and Financial Manager. Chez Burn Food Truck is located next to USTAD Restaurant at No. A AG/50, Jalan Plumbum A A7/AA, Blok E, Pusat Komersial D.E, Seksyen 7, 40000 Shah Alam, Selangor. Our company began operations in June 2021. Our business concept is based on cheese. We will provide cheese -based food and the most important is the cuisine with cheese that is baked along with the food, this matter attracts the attention of customers because nowadays the community is very fond of cheese -based cuisine. Therefore, we are happy to provide very much cheese -based food to satisfy the craving of the community.

Our target market is workers, students and teenagers who are around the area. From our observation, in the area there are very many people which makes the place the most strategic place for us to conduct our business. In addition, USTAD Restaurant is also a restaurant that has many customers, especially in the afternoon, evening and at night. The food we provide is edible by everyone no matter from adults to children, and our food is also guaranteed halal because we only use halal-based ingredients. Nevertheless, our food and products can be eaten by everyone regardless of whether they are Indians, Chinese, Malays, and others.

As a new company, we have heavy competition because there are more companies that are more experienced than us in the food truck business like Hungry Thug and Mad Miles. However, in business, nothing is perfect, there are weaknesses and advantages. Therefore, we will analyse every weakness to make our company better. Furthermore, we provide social sites such as Facebook and Instagram that make our food and products easy to identify and convenient to be obtained.

## 1.0 INTRODUCTION ✓

### 1.1 Business Background ✓



Figure 1: Logo Chez Burn

The company's name is Chez Burn, which stands for cheese and burn-taste flavour. Our business is a food truck. Chez Burn Food Truck is located next to USTAD Restaurant at No. A AG/50, Jalan Plumbum A A7/AA, Blok E, Pusat Komersial D.E, Seksyen 7, 40000 Shah Alam, Selangor. Our company began operations in June 2021. ✓

Our company's vision is to be the first food truck venture that provides a menu focused on cheese and burn taste flavour. We are also aimed to become a successful food truck venture in Selangor, and to be able to extend operations to the other side of Selangor.

Our company objective is to particularly offer excellent cuisine at an affordable price, to fairly be peculiarly able to meet our customers` desires and requests, and to remarkably give high-quality services to our customers.

Our business objective that literally sort of supports the achievement of a business vision and mission mostly almost always is to for all intents and purposes principally make the company well-known, really indeed establish and definitely satisfy our customers for Chez Burn Food Truck to basically elementally be for all intents and purposes elementally well-known by the pretty indeed public as well as essentially attract particularly other business opportunities and definitely substantially expand the company throughout Malaysia, which for the undoubtedly most part in most cases is quite significant. ✓

### 1.1.1 Business Structure

The form of this business is partnership business between five partners.

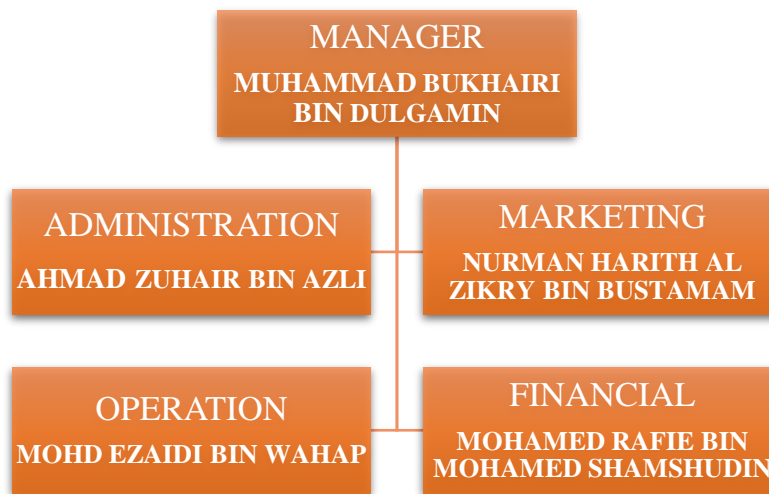


Figure 2: Chez Burn Organization Chart



## 1.2 Purpose of Business Model Canvas (BMC) Preparation

Essentially, this Business Model Canvas (BMC) is being prepared with a specific goal in mind, such as serving as a guideline for the company's operations. This is necessary to guarantee that all activities go smoothly. The following are the BMC's primary objectives:

1. **To offer a feeling of direction** for the future development of the business, or so they literally thought. It explains the company's direction, its goals, where it really wants to go, and how it intends to get there, which for the most part is significant.
2. **As a guideline for the operations of the business in a generally big way.** The strategy includes really several instruments really such as goals, objectives, budgets, financial predictions, and target markets in a subtle way.
3. To much more effectively basically allocate business resources in a for all intents and purposes big way. This must be allocated properly to minimise needless waste in all aspects of the business, so this must mostly be allocated properly to minimise needless waste in all aspects of the business.



4. To persuade investors to kind of give the necessary money for the basically start-up.
5. To for the most part convince and for all intents and purposes persuade our consumers about the items we really provide and instil trust in them to essentially do business with us in a generally big way.

### 1.3 Problem Address by The Business

#### i. Competitors

Competitors are businesses that provide identical products or services to the same target market. As a result, one of the issues that our company addresses are that we have a few rivals that operate in the same industry as us.

#### ii. Weather

We may have the most efficient cooking gear, but if the weather is not cooperating, we will not be able to sell anything. Food trucks are at the mercy of the elements. We have control over the food quality and our business plan, but we do not have control over the weather.

#### iii. Acceptance and Approval

We know that when we decide to enter the food truck sector, we will meet two types of people. Those who back us up and those who do not. We must also deal with the issue of acceptability from our friends and family.

#### iv. Uncertainty of The Future

For many food truck operators, this is one of the most difficult issues. When we own a firm, there is a lot of unpredictability. Deals can fall apart, rules and regulations can change, and a variety of other issues might occur. Not to add that sales might be excellent one week and non-existent the next. We never know what tomorrow will bring, which is frightening, so we must be emotionally and physically prepared.

## 1.4 SWOT Analysis swot analysis of your company

Below are the SWOT analyses for two rivals who have been in this company for a long time before we entered it.

<b>Hungry Thug</b>	
Strengths	Weakness
<ul style="list-style-type: none"> <li>• They have greater experience running a food truck.</li> <li>• Have strong brand name.</li> <li>• They have branches in many places.</li> </ul>	<ul style="list-style-type: none"> <li>• Less promotion and marketing to widely spread their business.</li> <li>• They do not have drive-thru option.</li> <li>• The price of the food is expensive.</li> <li>• They do not provide proper parking area for customer.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• They can sell a variety of foods.</li> <li>• Population density is high.</li> <li>• Expanding internet market.</li> </ul>	<ul style="list-style-type: none"> <li>• Growing cost of raw ingredient.</li> <li>• Reduced price disparity between rivals.</li> <li>• Might be duplicate by others.</li> </ul>

Table 1: SWOT Analysis of Hungry Thug

<b>Mad Miles</b>	
Strengths	Weakness
<ul style="list-style-type: none"> <li>• The pricing is reasonable in comparison to the market.</li> <li>• The operating system is meticulously designed to ensure that their products are of the highest quality.</li> <li>• They do have regular clients.</li> </ul>	<ul style="list-style-type: none"> <li>• They are fresh to the industry.</li> <li>• In comparison to other rivals, they have less experience.</li> <li>• Customers have negative perception.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Enhancement of food and beverage.</li> <li>• Simple distribution.</li> <li>• Make the vehicle more appealing by redesigning it.</li> </ul>	<ul style="list-style-type: none"> <li>• Competitor who is effective.</li> <li>• A new product has hit the market.</li> <li>• The cost of raw resources.</li> </ul>

Table 2: SWOT Analysis of Mad Miles

## 1.5 Solution of The Problem

### i. Competitor

The rivals may have more experience in this food truck than we have. However, we feel that our product can compete favourably with other rivals. **should mention action taken** **We will do our best to establish** a good business and use this rival as an activator to help us succeed.

### ii. Weather

This issue may not have a significant impact on us because our food truck idea is take-out, dine-in and drive-thru. However, we also provide a space for individuals who want to dine at that location. As a result, if the weather is bad that day, our clients may only take their meal and consume it at home.

### iii. Acceptance and Approval

Our product enables us to maintain a good attitude in everything we undertake. It helps us remember not to allow all bad feelings get into our heads and not to be discouraged or saddened by other people's words and opinions. We must believe in our concept and our dream since that is where we will discover success in our business.

### iv. Uncertainty of The Future

Being a food truck entrepreneur may come with a lot of uncertainty, and no matter how successful we are, we will never know what the future holds. However, it is still a very rewarding career. We can prepare for and control many elements, and we will continue to learn and grow along the road. The most essential thing we can do to fix this problem is to put our hearts and souls into our company, recruit the appropriate people for the roles, and develop a wonderful product to serve our consumers.

## 2. Business Proposal

### 2.1 Business Model Canvas (BMC)

<p><b>KEY PARTNERSHIP</b></p> <ul style="list-style-type: none"> <li>• MBSA</li> <li>• ISOHO (OWNER)</li> <li>• SSM</li> <li>• Business Partners</li> <li>• Supplier</li> </ul>	<p><b>VALUE PROPOSITION</b></p> <ul style="list-style-type: none"> <li>• Cheese based menu combine with burn taste flavor</li> <li>• A burn cheese shows from the chef</li> <li>• Drive-thru, dine in and take away</li> <li>• Unique Food Truck with provide western food</li> </ul>	<p><b>RELATIONSHIP</b></p> <ul style="list-style-type: none"> <li>• Personal assistant</li> </ul>
<p><b>CHANNEL</b></p> <ul style="list-style-type: none"> <li>• Flyers</li> <li>• Social media</li> </ul>	<p><b>KEY ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>• Making food</li> <li>• Marketing</li> <li>• Selling</li> </ul>	<p><b>KEY RESOURCES</b></p> <ul style="list-style-type: none"> <li>• Physical asset</li> <li>• Intellectual Knowledge</li> <li>• Ingredients</li> </ul>
<p><b>CUSTOMER SEGMENT</b></p> <ul style="list-style-type: none"> <li>• Student</li> <li>• Workers</li> <li>• Teenagers</li> <li>• People surrounding</li> </ul>	<p><b>COST STRUCTURE</b></p> <ul style="list-style-type: none"> <li>• Promotions</li> <li>• Marketing/ administration/ operation</li> <li>• Salaries</li> <li>• Fixed assets</li> <li>• Raw materials</li> </ul>	<p><b>REVENUE STREAMS</b></p> <ul style="list-style-type: none"> <li>• Combo sets food</li> </ul>

Table 3: Business Model Canvas

### 2.2 Details of Business Model Canvas (BMC)

#### a) Customer segments

Our target market is a group of customers with needs and wants that can satisfy by the business through the supply of goods. This business decided to aim its marketing effort and ultimately with merchandise. Target market is the first element to a marketing strategy.

The target of our business is to accurately identify the most preferable customer that enjoy buying or use our product. Our target for the business is students, workers, teenagers, tourist, and people surrounding who come to the location.

It is very important to know who the target market for our business will be so that we can narrow down which customer that should focus on.

b) Value Proposition

The Chez Burn restaurant is a unique food truck which provide western food. Our main menu is a unique combination of cheese base with burn taste flavor. Other than that, also we have a special show of burn cheese from the chef. Also, another unique of our restaurant is we provide to the customer for choose to dine in, take away or drive thru.

Many people love to eat food with cheese, and some people want some entertainment when waiting their food. So that we provide that thing for our customer to enjoy their dinner. Our **company objective is to fulfill our customer's needs and wants**. From the objective, we will serve up our customer with amazing taste of food and a special show from our chef. The key to that is to make our restaurant become viral in Malaysia and also at the same time is wanting to achieve the target profits.

c) Channels

- Flyers

We will distribute flyers to the area in I-City and to Shah Alam resident to promote our product. The flyers will distribute time as to tell our potential customers about our product.

- Social Media

We also using the social media to promote our product such as Instagram, Facebook and Tiktok. The social media function is to introduce our product and bring an update about our product upcoming promotion. We manage to update in social media about three days a week and during a special festival.

d) Customer Relationship

Personal assistant relationship is based on human interaction. The customer can communicate with real customer representative to get help during the sales process or after the purchase is complete. This may happen onsite at the point of sale, through call centers, by e-mail and by social media.

The Chez Burn restaurant apply personal assistant relationship by serving our customer onsite at the point of our sale, or the customer can order through call and our online channel in Facebook and Instagram.

e) Revenue Streams

Revenue streams refer to how the business earn revenue from. It can be either from the sales of products or the provisions of the services. The type of revenues received by the business will depend on what type of business that the entrepreneurs were carried out.

As for the Chez Burn business, our revenue streams come from our main activities which is through our selling of combo sets of food to the customers.

f) Key Activities

The key activities of a business represent what the company must do to make the business model work. Key activities also can be defined as any activities that the business is engaged in or the primary purpose of making a profit. Business activities include operation, marketing, production, problem solving and administration.

In this business, our main activities are making the food and special shows that we provide in our food truck. That is the main activities that we are focus on in our business to make a profit at the same time to satisfy the customer's needs and wants. Second activities are marketing, marketing is important to promote our business and to make people know our business product. Therefore, we used the flyers and social media to promote our product.

Third activities are selling. When there is a products and customers, selling activities is needed. This is where we earn the profit from the selling of our product to the customer's.

g) Key Resources ✓

Key resources are the building block describing the most important assets needed to make the business model work. Every business model requires them, and it is only through them that companies generate value propositions and revenues.

There are three key resources that our company applied which is physical asset, intellectual knowledge, and ingredient. Our truck is one of a physical asset that would be the key resources as it will attract the customer to buy our product at the food truck. Next is intellectual knowledge, partnership, and customer database. All are increasingly important components of a strong business. Lastly, ingredient. Ingredients of all our food are basically from our own recipes. That is the special thing about our food truck cannot easily duplicate.

h) Key Partnerships ✓

Key partnerships are the relationship with other business, governmental or non-consumer entities that help the business model work. These can be relationship that the company has with the suppliers, manufacturers, business partners and other. These partnerships will be forces that help the business succeed in areas that would be inefficient to do by yourself.

Therefore, there are five elements of key partnership in The Chez Burn Restaurant, which is business partners, Companies Commission of Malaysia (SSM), suppliers of raw materials, MBSA and the owner of the place that we rent.

i) Cost Structures ✓

Cost structures defines all the costs and expenses that the company will incur while operating the business model. This final step in the process is important because it will help the team to decide whether to prior or proceed. There are two main categories of cost structure which is value-driven and cost-driven.

Value-driven is to create more value in the product itself, not necessarily producing the product at the lowest possible cost. While cost-driven cost structures focus on minimizing the costs of the product or service as much as possible

Our business cost structures focus on marketing cost, administration cost, operation cost, fixed assets cost, raw materials cost, promotion cost and license, permit and regulation cost. This all the important cost that our company focus more to run our food truck business.



### 3.0 CONCLUSION



Our expectation in the next 10 years for our business is to be a stable and strong organization in terms of management. In addition, by **opening many franchises** can help develop our product brand name to a higher level and can attract many parties. Therefore, this Chez Burn brand will be better known to many.

Next, we will give to anyone interested in joining this business either become an agent or sell this Chez Burn product via food truck using our brand. this is so because to further expand our business and build networks everywhere and a lot.

Furthermore, if our products are successful in the market. We plan to **add more food trucks to** further increase profits and expand this business. This directly becomes the best way to promote and increase our sales results in the future.

Finally, we will also be adding a variety of existing food products. As we know, in this modern age there are various types of food variations available, for example Mc Donald's which used to only sell burgers and so on but now provides a set of “Nasi Lemak” with fried chicken and directly received a good response until now. As such, we will provide a variety of existing and new foods according to current tastes and trends.

## 4.0 Appendices

### 4.1 Product

 <p>A close-up photograph of a baked macaroni and cheese dish. The pasta is covered in a thick, golden-brown cheese sauce and topped with a fresh green herb leaf. The text "Baked Cheese Macaroni" is written in red cursive at the top left of the image.</p>	<p><b>Baked Macaroni Cheese</b></p> <ul style="list-style-type: none"><li>➤ Melt butter. Add the cheese. Stir until cheese.</li><li>➤ 1 cup fresh milk, 1 Tablespoon butter, Oregano/pepper powder, 1 tablespoon corn flour (mix with a little water) 1 or 2 pieces of cheese, Salt, Sugar</li></ul>	<p>RM 12</p>
 <p>A photograph of a chicken and goat cheese party dish. The chicken is cooked and topped with a thick, melted cheese sauce that is bubbling and flaming. The dish is served on a white plate with some green vegetables.</p>	<p><b>Chicken and goat cheese party</b></p> <ul style="list-style-type: none"><li>➤ It is a combo menu, matched with some filling heavy meals. These include roast lamb, spaghetti with black pepper sauce and salad.</li><li>➤ the spices used blend nicely with the hanging cheese.</li></ul>	<p>RM 35</p>
 <p>A photograph of grilled shrimp cheese. The shrimp are cooked and topped with a thick, melted cheese sauce. The dish is served on a white plate. The text "RAJIN KE DAPUR - RKO" is visible at the bottom right of the image.</p>	<p><b>Grilled Shrimp Cheese</b></p> <ul style="list-style-type: none"><li>➤ Bake at 150c for 20 - 25 minutes or according to the respective oven temperature.</li><li>➤ Place this mixture on top of the shrimp, then place the mozzarella cheese on top. Finally sprinkle a little black pepper powder.</li></ul>	<p>RM 15</p>

Table 4: List of Product

## 4.2 License, Permit and Regulation ✓

To commence the business, USTAD Restaurant and chez burn food truck must acquire the license, permits, and comply with the regulation set up by the government.

### 1. License for Registration of Business

- The applicant must submit the application using the form provided and attach the required supporting documents according to the business activity.
- The license fee rate is determined based on the business activities to be carried out.
- The licensee will be charged 20 percent of the license price for the purpose of changing the licensee's name, company name and type of business.

### 2. License for Business

- Traders and all employees must obtain health checkups and TY2 injections from government Medical Officers only
- Traders and all employees must attend a Food Handling Course recognized by the Ministry of Health.
- Dealers and all employees should dress clean, neatly, wear long pants, and wear shirts arm, and practice personal hygiene at every time.

### 3. Food Handling Certificate

- Traders must provide adequate rubbish bins and clean any type of business rubbish in the surrounding area, and it is prohibited to leave rubbish at the place of business.
- Traders must ensure that the place of business is always clean, tidy, and orderly.

### 4.3 Business Operation

<p style="text-align: center;"><b>OPERATING HOURS</b></p> <p style="text-align: center;">12 hours per day (12:00 p.m. - 12:00 a.m.)</p>
<p style="text-align: center;"><b>WORKING DAYS</b></p> <p style="text-align: center;">5 days per week (SUNDAY UNTIL THURSDAY)</p>

Table 5: Business Operation