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UNIVERSITI
TEKNOLOGI
MARA

not enough pages



NAME OF COMPANY: PASTA PORT



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

FACULTY & PROGRAMME: FF237 - BACHELOR OF CREATIVE
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PROJECT TITLE: BUSINESS MODEL CANVAS OF PASTA PORT

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EXECUTIVE SUMMARY

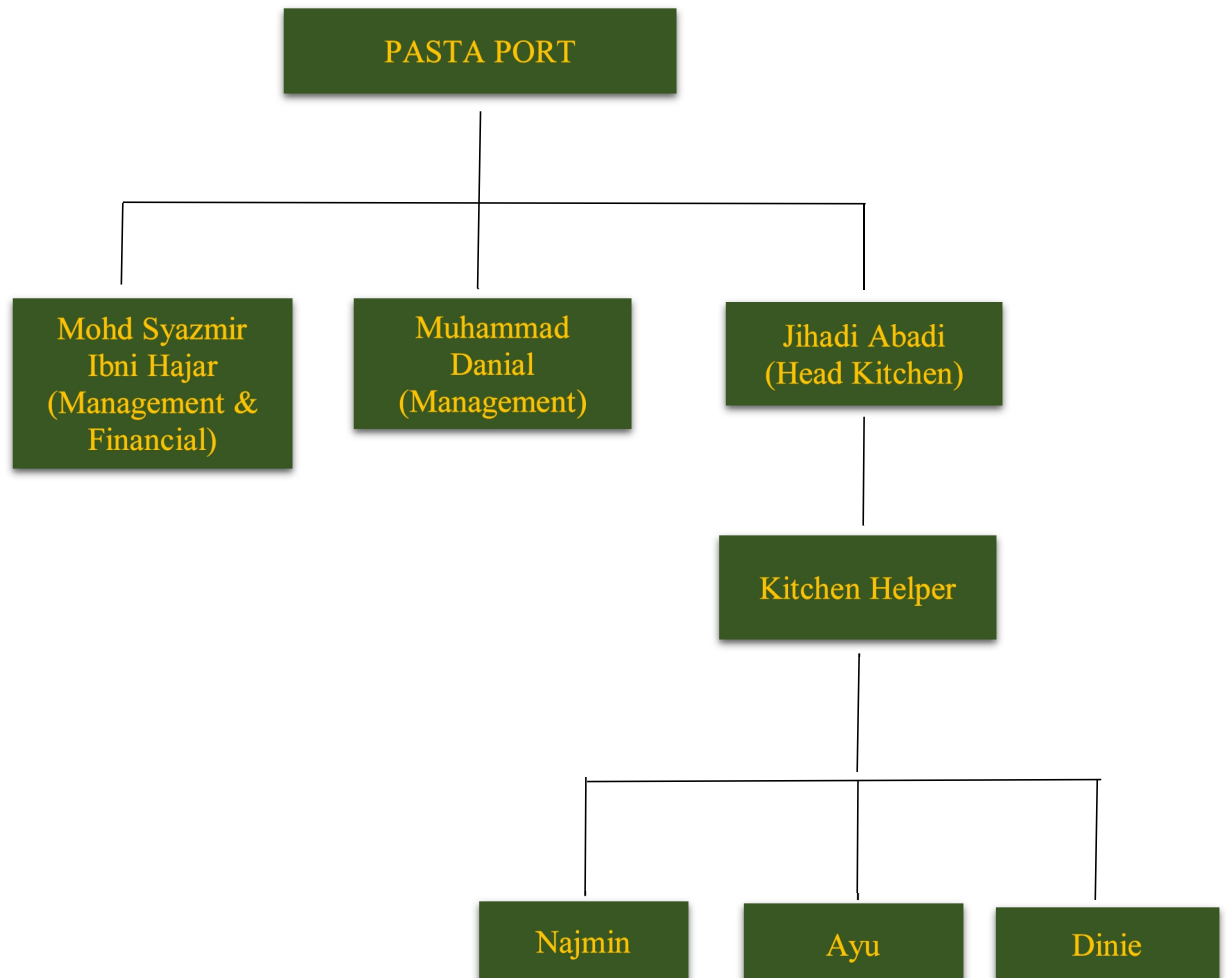


For this Business Model Canvas (BMC) assignment we have selected the Pasta Port business which sells various types of food related to macaroni and spaghetti (Mac and Cheese) produced by Mohd Syazmin Ibni Hajar, Muhammad Dania, and Jihadi Abadi. In this report will discuss about the company's background, problem statement, opportunity recognition,, purpose of business model canvas preparation, and SWOT Analysis in this Pasta Port business. In addition, this report also discusses the 9 elements found in BMC, namely key partnerships, key activities, value propositions, key resources, customer relationships, channels, customer segments, cost structure and revenue streams. These 9 elements are implemented is to find out more about the Pasta Post business.

1.0 INTRODUCTION

1.0 The Company Background ✓

- Organizational Chart of Pasta Port



- Background of Pasta Port



Pasta Port is a company with the concept of 'street food' that was previously known as 'The Pasta Penang' and offers a range of pasta as an option. Pasta Port was located at The Ceo Building, Bayan Lepas, Penang and newly open on June 2021. The change in name or branding to Pasta Port is aimed for re-branding and commercialization, as the premise of this pasta company has shifted from street cuisine to something more commercial. Pasta Port exclusively serves pasta, such as macaroni and spaghetti.

Next, they concentrate more on the preparation and sale of macaroni and spaghetti in order to minimize cost waste while maintaining the quality of each meal supplied to engaged the favourite taste of each customer. Furthermore, the basic concept of Pasta Port is 'street food,' which necessitates a quick preparation rate while being delicious and easy to eat.

- List of variety pasta by Pasta Port:

- i. Spaghetti Carbonara
- ii. Spaghetti Bolognese
- iii. Spaghetti Creamy Mushroom
- iv. Spaghetti Aglio Olio
- v. Spaghetti Bolonara
- vi. Macaroni Classic Mac and Cheese

- vii. Macaroni Superb Mac and Cheese
- viii. Macaroni Mush Mac Cheese
- ix. Macaroni Roasted Garlic
- x. Macaroni Wild Mush Mac.

- **Mission**

Offering and serving the pasta with good quality in affordable prices.

- **Vision**

To ensure the cuisine of Pasta Port has fulfill the satisfied of pasta lovers.

1.2 Problem Statement

A problem statement is important to a process improvement project because it helps clearly identify the goals of the project and outline the scope of a project. It also helps guide the activities and decisions of the people who are working on the project. The problem statement can help a business or organization gain support and buy-in for a process improvement project.

The problem statement in this product is about menu comparison between Port Pasta and Mac and Cheese. The various of menu that available in both stores might be differences. The second one is the product itself. This is because, the product that cooked more delicious when the food is still warm. So basically, the food will dry out if the customers does not eat while the food is still warm.

1.3 Opportunity Recognition ✓

The Pasta Port business previously did not have the opportunity to get strong recognition from any party and this business only opened in June 2021. However, this Pasta Port business has received positive feedback from customers who have bought at this Pasta Port and they have also repeat orders of food sold at Pasta Port.

1.4 SWOT analysis ✓

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">● A powerful brand, a loyal consumer base, a robust balance sheet, innovative technology, and so on are examples of strengths.● The brand of business. For example, Pasta Port is the western food. In Malaysia, western food is a favourite food. So, Pasta Port have a great chance to grow in the market in Malaysia especially in Penang.● In Penang have a lot of tourist that can taste the pasta from Pasta Port.● The best thing about Pasta Port is the “Mushroom Soup” or the specifically wild “Mush Mac”. It is because homemade sauce. They use the own recipe for sauce Mac and Cheese and also the food presentation they custom made packaging.	<ul style="list-style-type: none">● Weaknesses prevent an organization from reaching its full potential. A bad brand, higher-than-average turnover, high levels of debt, an inadequate supply chain, or a lack of capital are examples of areas where the company has to improve in order to stay competitive.● Pasta Port have a weaknesses of delivery services.● For example, the product is not in a best quality. Means, the weaknesses is will make the cuisine especially when included the cheese sauce will make the dish absorb the cheese sauce. This situation would happen if the delivery service is take a long period to delivery.

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ● External elements that may provide a competitive edge to a company are referred to as opportunities. ● Business of Pasta Port have a lot of opportunities such as this brand have a great way to grow the brand in the Malaysia. ● Provide a job opportunities to other. 	<ul style="list-style-type: none"> ● Threats are circumstances that have the potential to cause harm to a company. ● The threats that have for business Pasta Port is challenge from other western food in Penang. ● For example, Mac and Cheese brand in Penang.

1.5 Purpose of business model canvas preparation



The business model canvas is a great tool to help we understand a business model in a straightforward, structured way. Using this canvas will lead to insights about the customers you serve, what value propositions are offered through what channels, and how we company makes money. We can also use the business model canvas to understand we own business model or that of a competitor! The Business Model Canvas was created by Alexander Osterwalder, of Strategyzer.

2.0 BUSINESS PROPOSAL

2.1 Business Model Canvas (BMC)



Definition of business with a Business Model Canvas (BMC)

Definition The business model canvas (BMC) is a strategy for determining income streams, target consumers, products, and costs in the course of corporate operations. This BMC is a model that can help you understand the nature of business in a holistic, systematic, simple, and clear manner. This is due to the fact that this model provides an overview of every aspect of the business, beginning with customers, partners, the market, sales, and ending with production costs. Simply put, BMC draws holistic business conclusions. BMC is very popular and useful among startup companies, and it contributes to the future framework of innovation. Furthermore, BMC is a tool that can aid in the achievement of your company's goals, mission, and vision. BMC is also simple to use, requiring only a sheet of paper divided into fractions.

The importance of business with a business model canvas is determine the issues that your product can solve. Analyze your competitors' strengths and weaknesses next. Find solutions to the problems of your customers. next Looking for potential business partners to help grow the company. Creating one-of-a-kind value so that customers will remain loyal to the products produced. It is also necessary to learn more about the customer. It is, in fact, a medium for marketing research. Furthermore, understand the company's operations and estimate the costs incurred for each phase of product production.

2.1 Explanation of BMC ✓

Business Model Canvas (BMC)

The 9 Elements of Business Model Canvas of Pasta Port

1. Key Partners ✓

This is a list of partnership in Pasta Port:

i. Mohd Syazmir Ibni Hajar Bin Ahmad

Mohd Syazmir is the person who is in charge in management and financial of Pasta Port.

ii. Muhammad Danial Bin Mazlan

Muhammad Danial is in charge in managing the process in restaurant such as all the input and output of this business process.

iii. Jihadi Abadi Bin Abdul Razak

Jihadi Abadi who is in charge in kitchen or produce the products. For instance, preparing the final products (pasta) to the customers.

2. Key Activities



➤ Licensing

This is the license of the business company (The Pasta Port).



SUNGKUPUN SEGALA USAHA TELAH DIAMBIL UNTUK MEMASTIKAN MAKLUMAT YANG DIBERI ADALAH BETUL DAN KEMASINKINI PENDAFTAR PERNIAGAAN TIDAK BOLEH DIPERTANGGUNGKAN BAGI SEBARANG KERUGIAN KERANA MAKLUMAT YANG TERSILAP ATAU TERTINGGAL

** MAKLUMAT PERNIAGAAN **

NAMA PERNIAGAAN	: SJD EMPIRE
NO PENDAFTARAN	: 202103116785 (SA0564382-4)
ALAMAT UTAMA PERNIAGAAN	: 31 -1-8, THE CEO, LEBUH NIPAH 5 11900 BAYAN LEPAS PULAU PINANG
BENTUK PERNIAGAAN	: PERKONGSIAN
TARIKH MULA BERNIAGA	: 02-04-2021
TARIKH PENDAFTARAN	: 07-04-2021
TARIKH LUPUT PENDAFTARAN	: 06-04-2022
STATUS	: AKTIF

** JENIS PERNIAGAAN **

RESTAURANT, STREET FOOD, FOODTRUCK, FAST FOOD, WESTERN FOOD, FROZEN FOOD, COFFE HOUSE

** MAKLUMAT CAWANGAN **

*** TIADA CAWANGAN ***

➤ Western Food

The Pasta Port is serving the Italian cuisine which is spaghetti and macaroni. There have variety dish of spaghetti and macaroni. For the spaghetti dish, the Pasta Port provide Spaghetti Carbonara, Spaghetti Bolognese, Spaghetti Creamy Mushroom, Spaghetti Aglio Olio and Spaghetti Bolonara. Whilst for the macaroni and cheese dish, they provide many choices of macaroni and cheese such as Macaroni Classic Mac and Cheese, Macaroni Superb Mac and Cheese, Macaroni Mush Mac Cheese, Macaroni Roasted Garlic and Macaroni Wild Mush Mac.

3. Unit Value Proposition



The Value Proposition is an innovation, service, or feature intended to make a company or product attractive to customers. It is the reason why customers turn to one company over another. Something to keep in

mind is your value propositions can change, as you gather more data from customer interviews. That is okay, and is something to be expected. You will most likely end up changing your value propositions different times before you arrive at your final list.

The uniqueness of menu in Pasta Port is the first one is their special homemade sauce which was they put the sauce in Wild Mush Mac. Second one that make the menu special is they do their own recipe sauce in Macaroni and Cheese. This kind a creative and innovative way to attract the customers. Lastly is, their food presentation. Food presentation play an important role for the product which they sell. They used green and yellow colour on the product packaging. The combination colors is kind a trendy colors. That was a good strategy for their marketing.

4. Customers Relationship ✓

Customer relationships describes the type of relationship a company establishes with it's specific customer segments. Customer relationships are driven by customer acquisition, customer retention, and boosting sales – in other words you need to get, keep, and grow your customer relationships. Before this the customers can walk-in to the store. But, due to the covid-19 pandemic, the customers cannot walk-in to their store. It was very hard day for traders, because this pandemic gave them a lot of impact on their business.

Next, they also provide delivery services. So the customers no need to worries due to the covid-19. They still running the business. The delivery services that they provide is where the customers can order through their official website or through Food Panda or Grab Food using the apps. The delivery service making it easy for the customer who live distant from the store.

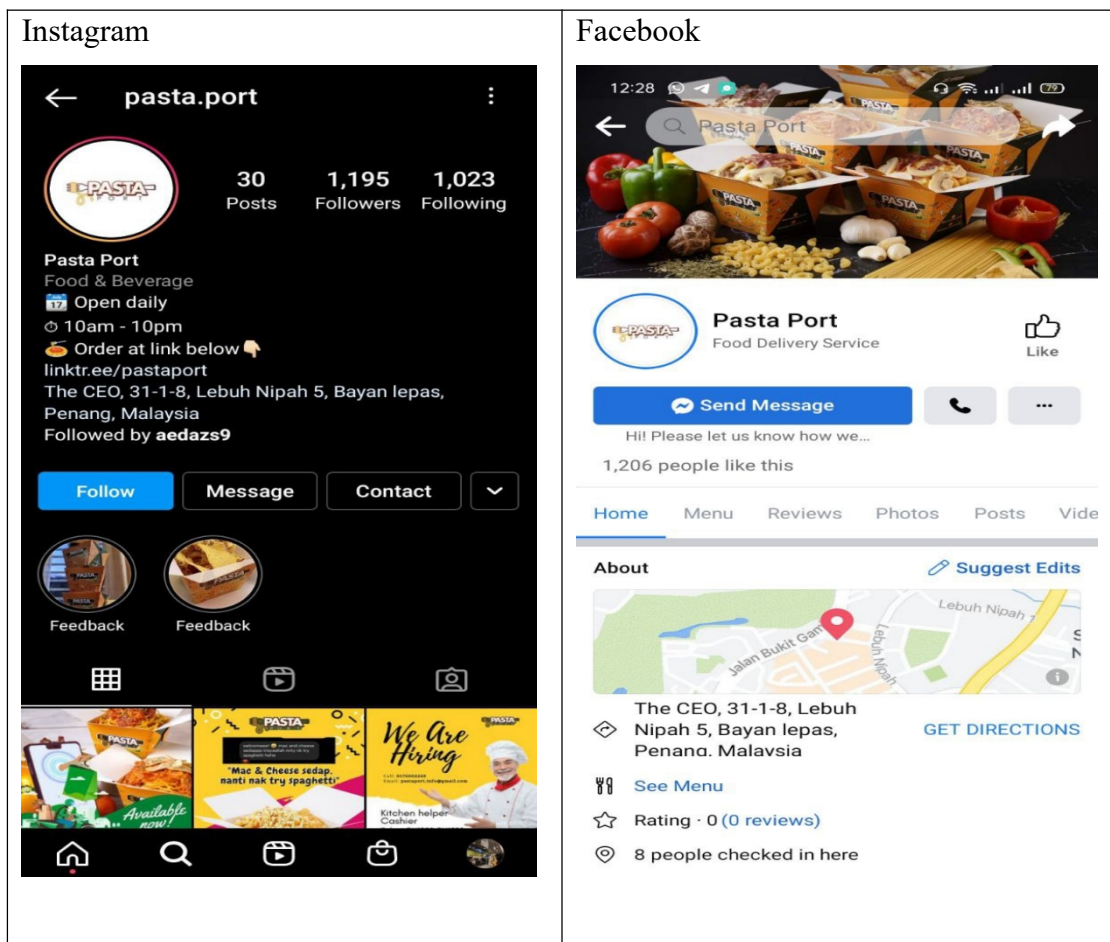
The Pasta Port also cover all area in Penang including Main Land Island. But they only delivery on certain days in Main Land Island.

5. Customers Segments ✓

This food is focused on western food enthusiasts, in fact we are also targeting those who are new just to try western food. This food is also fast food, which is food from Italy. The uniqueness of the user -friendly packaging is also different from the traders who sell it. Easy to carry anywhere and ready to eat. The advent of Pasta Pot will further increase new customers who want to try western food.

6. Channels ✓

Channels is a part to promote or show others about the business and brand. For example, Pasta Port have a some channels that they used which is Instagram, Facebook, Official Website, Food Panda, and Grab Food.



Official Website Pasta Port

[All](#)
[Maps](#)
[Images](#)
[Shopping](#)
[Videos](#)
[Ne](#)

Pasta Port

5.0 ★★★★★ (1)

Western restaurant · Closed

[OVERVIEW](#)
[MENU](#)
[REVIEWS](#)
[PHOTOS](#)
[ABC](#)

CALL

DIRECTIONS

SHARE

SAVE

Takeaway

The C E O, 31-1-8, Lebu
Nipah 5, 11950 Bayan Lepas,
Penang

Closed · Opens 10AM

[More about Pasta Port >](#)

Food Panda

[Restaurants](#)
[Shops](#)

Delivery

Pick-Up

Closed for now

Pasta Port

★ 4.6 (111)

\$\$ · Italian

RM 5.99 Delivery fee

Grab Food

Sort By ↓

Cuisines

Self Pick-up

Pasta Port - The CEO

6.8 km

In-Store Prices · Cheese · Chicken

Closed

Order for 11:00 AM

Not feeling any of these? Try broadening your search.

Delivery Eat

For this delivery services still in process.

7. Key Resources ✓

This business Pasta Port, as a fast food restaurant. As we know fast food restaurant is a quick services restaurant. They offered a limited menu for customers. The process to do the product, started with cooked in advance and kept hot, finished and packaged the order. They have a storage facility. That means the self storage or storage space on a short-term basis. For example, rooms, lockers, containers, and outdoor space. Customers can dine in and also take away.

8. Cost Structure ✓

The cost we use is in terms of transportation to take raw materials. While the staff there are 4 people where 2 people in the kitchen and 2 helpers. Pasta Port also provides home delivery for those who cannot come to the charging shop also according to the distance to the customer's house. In terms of online and offline marketing, Pasta Port also uses Instagram, Facebook while in terms of offline, Pasta Port provides a benner. The uniqueness of Pasta Pot is because the packaging is ordered according to its own design where the combination of yellow and green colors that look more trendy, easy to carry and can continue to enjoy the food no matter where. Very premium packaging that is different from the others that will impress the customers

9. Revenue Stream

Revenue streams are the various sources from which a business earns money from the sale of goods or the provision of services. A revenue stream also is a source of revenue of a company or organization. The types of revenue that a business records on its accounts depend on the types of activities carried out by the business. Generally speaking, the revenue accounts of retail businesses are more diverse, as compared to businesses that provide services.

In addition, Pasta Port has just started its macaroni and spaghetti (Mac and Cheese) business in early June 2021 this year. Therefore, the revenue stream that is the profit earned by Pasta Port in this macaroni and spaghetti business is the first 2 weeks of this Mac and Cheese business has received many orders from customers and has received positive feedback from customers who have bought at Pasta Port. While for the rating in Food Panda, Pasta Port has got a full star. The rating in Food Panda is very important to increase the order from the customers because with this rating the customers will know that the food sold by Pasta Port is a tasty and delicious food. But currently the rating for this Pasta Port has dropped 4.9 to 3.8 stars for Pasta Port.

In addition, to know the future profit, it is likely that Pasta Port can achieve many marketing targets because in the first month of opening Pasta Port has received high demand from customers, customers have repeat order and positive comments from them even just a month Pasta Port opened.

3.0 CONCLUSION



In conclusion, for this Business Model Canvas (BMC) study we have chosen port pasta as our study. BMC is a plan for the course of business operations, identifying revenue sources, target customers, products and costs. This BMC is very important because it gives an overview of every element related to the business starting from customers, partners, market, sales, to production costs. BMC is very helpful in the framework of future innovation. In addition, BMC is a tool that can help in achieving the company's targets or mission and vision. Furthermore, with BMC we can also find out about 9 important elements in BMC, namely key partnerships, key activities, value propositions, key resources, customer relationships, channels, customer segments, cost structure and revenue streams. With this element we can find out more about this Pasta Post business. In addition, planning a business on paper is also very important so that goals can be achieved and can see every process carried out as a whole by a company. This is because we will be able to see all the processes that take place in the company and evaluate in more detail about the things that are seen to have an impact on the company. Although this step is seen as old school but it greatly affects the beginning in every step in the business.

4. 0 APPENDICES ✓



Macaroni Mush Mac Cheese
(RM15)



Macaroni Roasted Garlic
(RM15)



Macaroni Superb Mac and Cheese
(RM16)



Macaroni Classic Mac and Cheese
(RM14)



Macaroni Wild Mush Mac
(RM15)



Spaghetti Aglio Olio
(RM12)

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