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BUSINESS MODEL CANVAS (BMC) - CASTLE CAFÉ

**LOGO
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CONTENT



NO.	TITLE	PAGE
1.0	EXECUTIVE SUMMARY	1
2.0	INTRODUCTION	2
3.0	BUSINESS PROPOSAL 3.1 Customer Segments 3.2 Value Propositions 3.3 Channels 3.4 Customer Relationships 3.5 Revenue Streams 3.6 Key Activities 3.7 Key Resources 3.8 Key Partnerships 3.9 Cost Structures	10 10 11 13 15 16 17 18 18
4.0	CONCLUSION	20
5.0	APPENDICS	21

1.0 EXECUTIVE SUMMARY



The task of this study was to find out how to manage one's own business, and how changes to this business were made. In addition, the task given is to identify customer segments, value propositions, channels, customer relationships, revenue streams, key activities, key sources, key partnerships, and also the cost structure found in this business namely Castle Café. The management and change of this business is done to find out how the whole business is run. The business involves a restaurant business that sells western side dishes and dishes to customers directly as well as online. In addition, the problems found in this type of restaurant business are also studied one by one to be changed for the better. The management of this Cafe can also be seen in terms of the prices placed on each food menu, as well as the quality of online management to customers and consumers. The financial management in this cafe is also handled and changed to see the sales target to be achieved.



2.0 INTRODUCTION



Castle café is a restaurant inside UITM Puncak Perdana. Because of the café located in college Jasmine, most of the customers are from student, college staff and faculty. The Castle café is the one of the shops who give the food service in that area. The café is selling a lot of menus especially from local and western food but the main interact to this café is the western food menu. Castle café provide the high service with the affordable price especially for student and also their customers. The concept of the café is relaxed and modern which there are addition service for the café like arcade game and photo session. The theme can help student especially who will come to the café every day to buy the food to rest and have fun there. This is because the student who stay in college cannot go outside because of the pandemic so they have much time to spend at the college and also can reduce their stress.

Next, Castle café also practicing the recycle and go green concept to their service to reduce the pollution for example the café does not using plastic beg to wrap the food but use the paper bag to replace plastic bag. In addition, the customer who bring their own stuff to take the meal can get the coupon from the café and they can redeem the side dishes from the café for free. Besides that, the café also provides delivery and online service to deliver the food for the outside customer. So, the place for the rider rest also provides for the café.

Sole Proprietorship



This café is a sole proprietorship which all the modals, debt and risk is totally responsible by the owner of the café. The sole proprietorship is a popular business form due to its simplicity, ease of setup, and nominal cost. Because of the café is small and try to get attention from the customers, there are a quick hard for the café to be known.

Partnership

To attract the more customers to the café, the café trying to upgrade and add another service to the café which is collaborate with the owner game shops and the food supplier. For the arcade game, the café rent the machine game for monthly. For the supplier off food, the café will get the ingredient from wholesale market every day. Because of the café also provide the delivery service, the café also has partnership with the food delivery party which is grab food. The café uses the grab food service totally because the café not provide the worker for delivery.

Corporation ✓

The Castle café have the cooperation with the UITM and college Jasmine because the case is inside the college area. The corporation can help the owner of the café rent the café and upgrade the convenience to gain and attract more customers to come to the café.

The BMC model is another name for the Business Model Canvas. It's a graphical depiction of a number of factors that depicts an organization's values. The Business Model Canvas can be used as a strategic tool for the creation of a new business. In addition, it examines the business status of an existing company. The BMC preparation can help the small business to plan and build the business. With BMC the entrepreneur also can target their customers or audience, the suitable product, the price, service provided and more. ✓

Customer Segments	<ol style="list-style-type: none">1. Student and staff of college Jasmine Puncak Perdana.2. Staff Faculty Film, theatre and animation (FiTA).
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	3. Resident of Puncak Perdana, Puncak Alam and Setia Alam.
Value Propositions	Providing various western menu with affordable price and make the fast service to making the food.
Channels	<ol style="list-style-type: none"> 1. Face to face (café). 2. Online such as Grab Food, Food Panda and WhatsApp.
Customer Relationships	<ol style="list-style-type: none"> 1. Through the meals served to customers, especially students. 2. Payment and price charged for each meal sold to students. 3. Use of online payment through Grab Food, Food Panda & WhatsApp applications.
Revenue Streams	<ol style="list-style-type: none"> 1. Using service “Food Panda” and “Grab” as food delivery. 2. Using electronic wallet (E-wallet).
Key Activities	<ol style="list-style-type: none"> 1. Hire a person who good in cook a variety of western menus. 2. Get ready with booking calls from food delivery services and customers at jasmine college.
Key Resources	<ol style="list-style-type: none"> 1. Online application (Grab Food).

	<ol style="list-style-type: none"> 2. Google Maps for driver. 3. Infrastructure supplier. 4. Internet access (Wi-Fi).
Key Partnerships	<ol style="list-style-type: none"> 1. Driver (to deliver food). 2. Food supplier (western, junk food, beverages). 3. Infrastructure supplier.
Cost Structures	<ol style="list-style-type: none"> 1. Divide the income with the driver and the workers. 2. Rent a cafe (at the college). 3. Financing all infrastructure's damage. 4. Funding the Google Maps API for the driver. 5. Affording the internet access bill (Wi-Fi).

Castle cafe is located outside UITM Puncak Perdana which is able to attract customers from UITM jasmine college residents, residents around Puncak Perdana and Shah Alam residents. Hence the variety of customers coming from customers in the area. The variety scenario of customers is influenced by the surroundings and the atmosphere of the individual.

Customer of Castle Café is:

Students in UiTM Puncak Perdana

Castle Café located near UITM Puncak Perdana. Therefore, for our customer consists of students. We need attract them and at the same time help reduce the stress of students

who are away from family and are tired of studying. We made Castle Cafe as their place to relax no need to going out because we made Castle Café fun for them eat while enjoying a delicious and affordable western menu for them.

Mothers or wife who work from home

The covid-19 pandemic makes most people work from home let the management division works according to working hours. Especially workers who are a mother do not have a long time to cook for family and if they also need more energy to cook and complete their job tasks. For helps mother issue our cafe provides a menu reservation and delivery service suitable for all ages so they can order online.

Customers near Shah Alam who craving western food by Castle Café

Shah Alam implemented a Movement Control Order (PKP) causing the movement limit to not be more than 10km from the house. Therefore, customers who have eaten at Castle Cafe will miss our western food because of that they can order food online and we will use the delivery service to deliver food to them.

Customers who are not has kitchen and who are not good at cooking western food

The area there are also single residents who do not have a kitchen or who are tired of cooking the same menu at home or are not good at cooking western menus and other menus. They can buy food from us because we provide breakfast, lunch and dinner packages with affordable price.

Our product and delivery service very helpful in the Covid-19 situation because in pandemic era today many people in trouble. The effect of Covid-19 different each person so

we try our best to do something that can help them feel happy, easy, and satisfied with taste of food and our service. We using delivery service because the rider also need income to their family and we prepare the comfortable area for rider with S.O.P for them take a rest while wait the food ready to deliver. We put price affordable because more people can buy our food. In this way also can help us get profit for doing operation for our Castle Café.

SWOT Analysis



CASTLE CAFE	KEDAI KANDANG	MONT TASTE
STRENGHTS		
<ul style="list-style-type: none"> • Relaxed café concept. • Online payment system. • Collaboration with Grab Food and Food Panda. • Environmentally friendly equipment. • Affordable price. • Online advertisement. 	<ul style="list-style-type: none"> • Popular restaurant. • Variety menu. • Many restaurants in one place. • Online order. 	<ul style="list-style-type: none"> • New café. • Student can walk in to café. • Comfortable place. • Variety menu local and western.
WEAKNESSES		

<ul style="list-style-type: none"> • High-cost maintenance. • Lack of menus. • Unpopular café (not popular yet). 	<ul style="list-style-type: none"> • Less of clean. • Uncomfortable to eat. • Expensive price. • No Wi-Fi. • No online advertisement. 	<ul style="list-style-type: none"> • Expensive price. • No Wi-Fi. • Lack of menu western. • Not consistent selling the food (sometimes open, sometimes not). • No online payment.
OPPORTUNITIES ✓		
<ul style="list-style-type: none"> • Be an example of eco-friendly café in Selangor. • Get attention from youth for enjoying the western meal with relaxing mood. • Opening job opportunities. 	<ul style="list-style-type: none"> • Already known restaurant. • There are regular customers. 	<ul style="list-style-type: none"> • Customers can dine in the food. • popular with student and staff college.
THREATS ✓		
<ul style="list-style-type: none"> • Same concept with another café. • The pandemic covid 19. 	<ul style="list-style-type: none"> • Compete with another café and restaurant around. 	<ul style="list-style-type: none"> • Compete with another café and restaurants.

		<ul style="list-style-type: none">• No another service except preparing food.
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3.0 BUSINESS PROPOSAL



There are nine elements in this business proposal about the Castle Café.

3.1 Customer Segments



The customer for the Castle café is made up of resident around the café. Because of the café inside the college Jasmin Puncak Perdana, the customers are including student who stay at the college because they cannot go out because of the pandemic to find another food. Besides that, the café is targeting the staff of the college Jasmine and the staff Faculty of Film, Theater and Animation as the customers. Even if the staff can buy the food from the outside, but they need to find the restaurant far from the college because there is no another restaurant around the café. The Castle café also target the resident of Puncak Perdana, Puncak Alam and Setia Alam. At around the café, there are not only have college student, but the café is located near the city which the resident from another place can also order the menu from the café via online and delivery. Because of the area is not have many restaurants especially selling the western food, so the idea to sell that food can make the customer can try a various taste of food not only local food but also the western food is provided by the café.

3.2 Value Propositions



The Castle Café is the only one café provides the various menu from the local and western food. There is no another restaurant near the college that sell the menu. The café provides all the menu with the affordable price especially for student. Nowadays to get the western food with the lower price is hard especially due to the current situation. So, the Castle Café is selling the food according to portion and price. Next, the resident or the customer around the café also can buy food from the café with online

order. The café not provide the food service only but the café also provides the arcade game, photo session service, the place for the rider such grab food to rest and so on. The convenience and the extra services that the café provide can help the customer who come to Castle Café to enjoy their meal and at the same time can relax with the concept that the café provide.

3.3 Channels

Channels are a strategy or way for a company to deliver its offerings to the customer segment as well as the individuals involved. Therefore, in this study assignment, the channel lies in the value proposition section and the customer segment. These channels will explain how the sales network in this business is done as well as included in the use of online and also directly through face to face. Our proposal for the renewal in our cafe is to use channels such as face to face for sales, in addition to online sales with the use of platforms such as WhatsApp, Facebook and also the latest applications such as grab food and panda food. Through these channels can help further grow our business, in terms of increasing the number of customers and also the quality in terms of management ordered by customers to buy what our cafe sells.

- **Walk in Café**

Walk in at our own cafe, one of the channels we always use to attract incoming customers. This is because, customers who come to our cafe, have wide access to see the various menus available, and even have the opportunity to enjoy food dishes like other side dishes. As we know, with a walk in, indirectly customers will spend more time in our cafe, besides telling their other friends, about the existence of the cafe we are running, and indirectly be able to make our cafe

place a place to hang out and spend time eating with friends. If according to the current pandemic that hit our country that is Covid-19, social imprisonment between customers and sellers taken care of and according to SOPs set by the party from health, besides movement in the cafe is also restricted to ensure the safety of all. However, this does not stop our cafe from continuing to operate as long as it can still provide satisfaction and security to customers out there who come to visit our cafe.

- **Online channels; Grab Food, Food Panda, WhatsApp**

Our cafe also does business online. Through this online sales business can provide many benefits to us and also convenience to other customers. From what I can share here are the benefits and advantages of doing business and selling online are:

- Save customer's time
- Offers flexibility
- Offer various types of sales/products
- Facilitate sales price/product comparison
- Reduce the risks that will bw faced in business dealings

- **The use of online applications that we provide are:**



As we mentioned above, doing business and selling online can save customer's time. This is because, customers no longer have to queue to get reservations or even find a parking space to buy food, and it makes it easier for customers to come to our cafe. In addition, this online purchase can help our customers to give them a new experience in freely finding and browsing the goods or food they desire in the application provided. In addition, each application used by our cafe such as the use of WhatsApp application, Grab Food and even Food Panda offers different prices to our customers to choose what food menu suits their tastes. This online purchase can indirectly help and facilitate our customers to find the desired food menu just by pressing the button provided, as well as can help them compare prices on the desired food, because it is an advantage that can be enjoyed by our customers when buying online. We will also upload each and every picture from the food menu provided in our cafe to be included in each of the online applications, to assist customers in making the choices they want. Meanwhile, the use of the platform through WhatsApp will be made public on Facebook, if they want to buy food online. Some examples of sentences we use to inform customers of our presence and the cafe's facilities to provide food online are:

"Good morning to our friends and also our customers today. Today we provide a variety of interesting food menus and can fill your stomach all, let's get the food we provide, by making reservations through apps Grab Food, Food Panda and also can WhatsApp us at the number provided. Syira (011-40176904)."

3.4 Customer Relationships



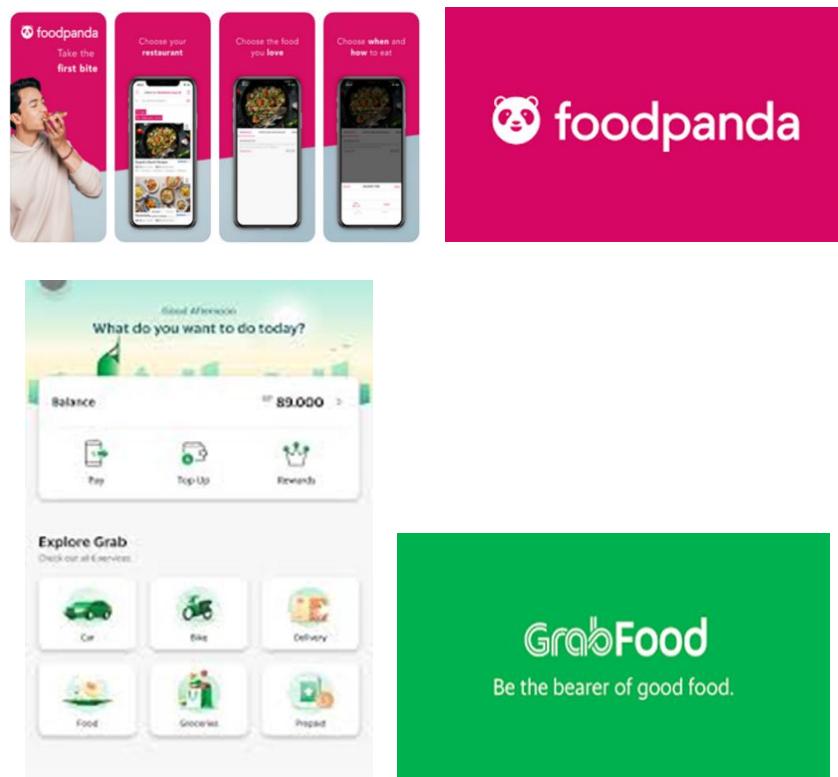
There is reference material that says that the relationship between customer and seller is an area placed between Value and Customer Segment, and the Channel above. In his book UnMarketing, Scott Stratten writes extensively about relationships and their important role in business today. In a customer's purchasing decision pyramid, relationships are an important part. Examples are, specialized personal assistance, personal assistance, self -service, automated services, community, co-creation.

With the Customer relationship management system, customers are treated better on a day -to -day process. With more reliable information, their demand for self -service from the company will decrease. If there is little need to interact with the company for different problems, the level of customer satisfaction increases. These key benefits will be hypothetically linked to three types of equity namely relationship, value, and brand, and ultimately to customer equity. Eight benefits are recognized to provide a value drive. Enhanced ability in our café to target profitable customers. Some applications are used to connect customers and sellers through social sites such as WhatsApp and Facebook to track and communicate with customers. These customers also share their own opinions and experiences with the company's products and services, providing more insight into these companies. Indirectly our cafe can share each other's opinions and also track the opinions of customers. The enterprise feedback management software platform combines internal survey data with trends identified through social media to enable businesses to make more accurate decisions about which products to supply.

- Through the meals served to customers, especially students.
- Payment and price charged for each meal sold to students.
- Use of online payment through Grab Food, Food Panda and WhatsApp, Facebook.

3.5 Revenue Streams

Revenue streams are the various sources from which a business earns money from the sale of goods or the provision of services. The type of income recorded by a business on its account depends on the type of activity carried out by the business. In general, the income accounts of retail businesses are more diverse, compared to businesses that provide services.



Picture 1

Based on Picture 1 that was food delivery service that we use for our café. We cannot use the system before Covid-19 because that pandemic change business affair because to taking care of the safety and health of customers as well as Castle Café employees. Revenue streams categorize the earnings a business generates from certain pricing mechanisms and channels. Castle Café generate profits from the sale of western

food and other menus. Our food can be found by walking in to Castle Café at Puncak Perdana or using the application digital of delivery service such as Food Panda and Grab Food.

List of eWallet in Malaysia



Picture 2

Our Café using cash and the electronic wallet like Touch n Go E-Wallet. We doing that because of Covid-19 we need to minimize touching, less in using money, and easy for our customer doing payment. Other than that, we using service from Food Panda Delivery and Grab Delivery to deliver food to our customer. That way easy for our customer no need to go out, they can choose the menu and doing payment using application Food Panda and Grab Food.

3.6 Key Activities

According to Strategyzer, when it comes to the Business Model Canvas, key activities are any activities that our business is engaged in for the primary purpose of making a profit. Business activities include operations, marketing, production, problem-solving, and administration. Our cafe provides food and sells western food. So, we hired person who are good at cooking western food to work in our cafe. We call it as chef, they will give us a profit through the sale of food they produce. The food cooked by the chef

influences the demand from the customer. So, we hire and pay people who cook the western menu deliciously so our customer will be satisfied. Other than that, our café employees always get ready with order by walk in customer and booking calling from food delivery services and customer. This is because our main product is our western food so we need to know which once western food our customer want to eat, what food ingredients that they no need or allergic. We always want our customer really love our service and food.

3.7 Key Resources

Key resources are the main inputs that your company uses to create its value proposition, service its customer segment and deliver the product to the customer. These are the most important things you need to have for your business model to work and business models are usually based on a number of tangible and intangible resources. These are the main assets that your company, in particular, requires to create the end product, and these are usually differentiated from the key resources being utilized by your competitors. Key resources deal with the operational end of the business spectrum and define what kind of materials you need, what kind of equipment is required and the types of people you need to employ. This aspect plays a direct role in bringing your value proposition to life for your chosen customer segment and defines the minimum you need to have to deliver to your customers.

Key resources are directly relevant to the number and type of key activities your company engages in. Ultimately, the quality of your key resources will impact the sustainability and profitability of your company. For example, if your company doubled its sales in a year, and started growing beyond your expectations, you would only be able to handle such growth if you are fully cognizant of what your key resources are

and what impact such increased demand would have on them. Hence, you need to be able to tell whether your physical resources would be able to provide for such demand or require additional investment. Similarly, will your current human resources suffice or will additional talent need to be recruited to meet business requirements and so on.

There are several key resources in our Castle Café which is the first one is online application. Firstly, we will hire a worker specifically to deliver our food to our customer using the Grab Food application. Our driver will be registered to the Grab Food app to ease the delivery. Google Maps also will be provided to our delivery guy so, it's easier for him to find the customer's location who ordered online. Besides that, our cooking equipment, fans, comfortable seats, dine-in tables and chairs are supplied by the infrastructure supplier. Lastly, customers especially students and staffs at the college do need the Internet access to do their work or assignments. So, we provide Wi-Fi connection to help the students and the staffs to access the internet at the café.

3.8 Key Partnerships

The first one is our café have our own delivery guy to deliver food to our customers who ordered online. This will ease our business because we don't have to rely on other drivers to come over and pick up the order; save times. We do have food supplier such as western, beverages, and ingredients to cook western foods for our customers. Other than that, we also have the supplier for infrastructures such as, reusable straws and cups to make sure we save the environment from going filthy. Plastic bags that can be recycled also provided to make sure that our café will not start pollution.

3.9 Cost Structures

Everything that we own is not for free. This means, the café that we own must be rented. So, the total income in a month will be divided to several parts. First one is to pay the café rent, the second one, obviously we will have to pay the workers, the photographer and the driver salary for helping to run the café together. As for the driver, the Google Maps application programming interfaces (API) will be funded as well so it will ease the driver to use the Google Maps API to find the customer's location who ordered through online. For Wi-Fi connection, the bill will be afforded too so our customer will only have to access it. Lastly, the income will be used to fix any damage on the infrastructures as well.

4.0 CONCLUSION



As the conclusion, this BMC proposal will be our plan to start a café business inside a college. We will make sure that our café will be the best café that customers ever been to and will give the best experience to customers. But firstly we will have to make a loan as the capital to start renting the café at the college and buy all of the infrastructures to start running the café. After that, the income will be paid back to the bank gradually by month.



5.0 APPENDICS ✓



Above are the pictures of Mont Taste Café