



CASE STUDY : COMPANY ANALYSIS

BIANGLALA CAFE

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NAME : NUR ELYA NATRAH BINTI BING IRWAN SUTNO (2022908181)
MAISARAH NABILAH BINTI NASARUDDIN (2022787567)
NUR HANIS HAMDAN (2022764597)
NURUL AISYAH BINTI ABD RAZAK (2022794081)
NAJWA NASUHA BINTI KAMARUL HAZINI (2022970793)

LECTURER : NORSHIBA BINTI NORHISHAM

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EXECUTIVE SUMMARY

We have decided to interview an entrepreneurship from food and beverages sector which is the owner of Bianglala cafe named Wan Najmuddin Bin Wan Badrulhisham. This cafe offer variety of drinks, dessert and pastry.

The purpose of this case study report is to understand the business operation and how a small business who started from opening a stall can become a big one and now have their own shop lot. Other than that, all the information that have been collected from the interview session with the owner regarding on the company's background and what service that they offer in this business sector. And analyse the problem and find solution for any problem that they have.

The problem they usually face is the marketing strategy applies by the business appear to be passive and requires improvement. This is because the cafe is known by limited number of people, which is only among the people who lives in the village area of Kampung Gaing Pedas. By analyse the problem of this company usually face we learn to independently and ethically select, plan, and execute a proper problem-solving method. The company's problem was noted, together with the company's strengths and weaknesses, and a solution was made to solve them.

This case study is intended to serve as a guide for developing a business strategy. This study was successful in demonstrating real-life business situations. Case studies can be used to evaluate how theories and concepts learn in class are applied to real-life situations.

Lastly, entrepreneur education provides students with skills that improve their work potential, such as the ability to solve problems, create social connection, and locate opportunities. Through case study, we are able to improve communication, enhance team work, and abilities to find information to use it for decision-making, planning, communication.

1.0 INTRODUCTION

1.1 Background of the Study

Bianglala cafe has been recognized by all villagers in Kampung Gaing Pedas that sell variety of drinks and pastry and were specialised on their coffee. Bianglala cafe is located at Lot 65, Jalan Kampung Gaing Pedas, Rembau, Negeri Sembilan. Bianglala as define in "*Kamus Dewan 4th Edition*" meaning as rainbow. This cafe uses open area concept, since bianglala cafe is under Buanakita.my there is also glamping port in this cafe area that makes this cafe more unique and fun. The company intends to hire two full-time baristas to handle customer service and day to day operations

This cafe has been operated for about eleven months, they started on june 2021 by selling "kopi botol" through online, after one month they decided to open stall in Rembau. On November 2021, they manage to open their own building under buanakita.my which is the glamping site area.

Their target market for this cafe is among the villagers, they also sell foods and drinks with affordable price. This will establish a healthy, consistent revenue base to ensure stability of the business. They aim to get RM15000.00 a month after they improve all the marketing strategies and quality of their foods and drinks. Moreover, their next target is to open the cafe at strategic location so that people easily to come and recognize this unique cafe.

2.0 COMPANY ANALYSIS

2.1 Background

Company name	Bianglala Cafe
Address	Lot 65, Jalan Kampung Gaing, Pedas, 71400 Rembau, Negeri Sembilan
Main activity	Food and Beverages
Business Commencement	June 2021
Registration detail	SSM: 1374961-H
Email	wan.najmuddin@ymail.com
Instagram	bianglala.my
Phone Number	0172924802
Vision	Opening a new cafe at a strategic location with a good accessibility
Mission	<ul style="list-style-type: none">- Aiming to get Rm15,000 sales in a month- Improving the quality of the ingredients in making their products- Creating new menu to follow the current trends in beverages
Objectives	<ul style="list-style-type: none">- Maintaining a high standard coffee or drinks in an affordable price- Open cafe concept to appeal more crowd to be a hangout place for everyone

2.2 Organizational Structure

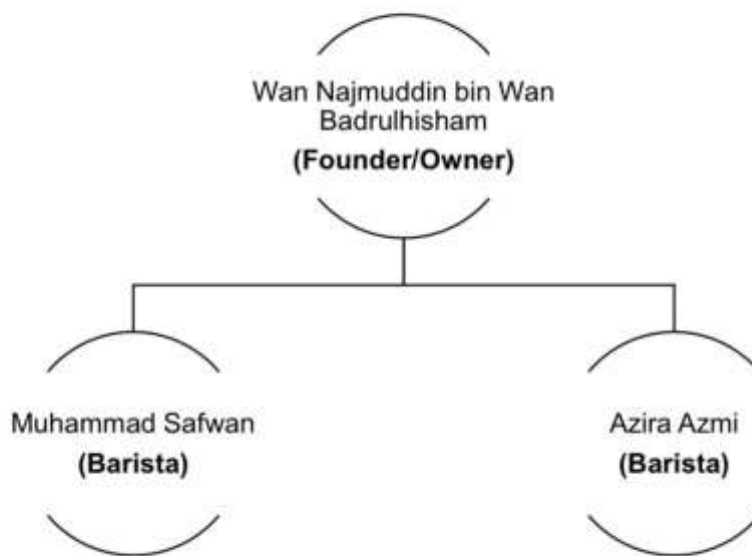


Diagram 1.1 Bianglala Organizational Structure

2.3 Products/Services

Bianglala Café offers variety drinks with coffee being their main specialty with a total of ten coffee-based drinks on their menu. Besides coffee, they also offer drinks such as Green Tea, Peach Tea, chocolate drinks, Yam and a few series of drinks with different flavours such as Ice Blended, Soda, Ichigo (strawberry) and Matcha. Customers can enjoy these freshly made drinks when visiting their café whereby the drinks will be served in a cup with a handwritten quote on each cup. Based on their tagline, "*Lain cawan lain tulisan, dan setiap tulisan itu khas untuk empunya cawan.*", every customer will get their own quoted cup that is different from the others which makes dining experience in Bianglala even more special. In addition to this, customers who visited Bianglala can also enjoy some desserts to complement their drinks. There are a few types of dessert served such as pastries, cake and croissants.

As for the customers who wishes to taste Bianglala's drinks from home, the café also make cash on delivery (COD) services. In order to protect the quality of the drinks, Bianglala would only take orders for those in Rembau, Senawang, Seremban and Nilai. These drinks will be packed in bottles and the COD charges will be depending on the distances. Drinks that are available for delivery includes Classic Latte, Flavoured Latte, Americano, Mocha, Green Tea, Yam, chocolate drinks and strawberry drinks. Drinks that are highly recommended or the best sellers among the customers were starred in the menu such as Matcha Latte and Classic Latte.

Last but not least, customers can request for add-ons to their drinks such as extra shots, whipped cream, drizzle, oat milk and syrups with many flavours including caramel, salted caramel, hazelnut, butterscotch, tiramisu, toffee nut and vanilla.

The menu of Bianglala and the price lists of each products are included in the next pages.

2.3.1 Café Menu for Drinks

MINUM LU

KEKOPIAN

AMERICANO | RM5/ RM6

Kopi hitam • Espresso • Air

LATTE | RM6/ RM7.50

Kopi susu • Espresso • Susu

ORANGEPRESSO | RM8

Sunquick • Espresso • Soda

HORLICK CAFE LATTE | RM8.50

Kopi susu • Espresso • Horlicks



AFFOGATO | RM6

Alskrim • Espresso

MACHIATO | RM6/ RM7.50

Kopi susu • Espresso • Susu Buih

CAPPUCINO | RM6/ RM7.50

Kopi susu • Espresso • Susu Buih

BROWN SUGAR CAFE LATTE | RM8

Kopi susu • Espresso • Brown sugar

MOCHA | RM7/ RM8.50

Kopi susu coklat • Espresso • Coklat • Susu

OREO CAFE LATTE | RM8.50

Kopi susu • Espresso • Oreo



BUKAN KEKOPIAN

GREEN TEA | RM5/ RM6

Teh hijau • Susu



YAM | RM5/ RM6

Keladi • Susu



PEACH TEA | RM5/ RM6

Peach • Air

COKLAT | RM 5/ RM6

Coklat • Susu



COKLAT HAZELNUT | RM 6/ RM7.50

Coklat • Susu • Hazelnut

TAMBAHAN

EXTRA SHOT | RM3

SYRUP (CARAMEL, SALTED CARAMEL, HAZELNUT, | RM1.50

BUTTERSCOTCH, TIRAMISU, TOFFEE NUT, VANILLA)

WHIPPED CREAM | RM1

DRIZZLE | FREE

🌿 OAT MILK | RM2

MINUM LU


AIS KISAR

LA VANILLA BISCOFF  | RM13
Susu • Biscoff • Vanilla

LA KARAMEL KOPI | RM11 
Karamel • Kopi • Susu

LA MOCHA | RM9
Kopi • Coklat • Ais kisar

LA VANILLA | RM8
Vanilla • Ais kisar

LA STRAWBERRY | RM8 
Strawberry • Ais kisar

LA NUTELLA | RM11 
Vanilla • Nutella • Ais kisar

LA OREO | RM9
Vanilla • Oreo • Ais kisar

LA CHOCO | RM8 
Coklat • Ais kisar

LA GREEN TEA | RM8
Teh hijau • Ais kisar

SODA

LEMONADE | RM7 
Lemon • Soda

WINTER STRAWBERRY | RM6
Strawberi • Soda • Susu buih

 UNICORN | RM6
Strawberi • Soda • Bunga telang

HAWAIIAN BLUE | RM7
Lemon • Soda • Blue sirap

SUNSET | RM6
Strawberi • Soda • Sunquick

AVA SODA | RM 6 
Guava • Soda

ICHIGO SERIES

ICHIGO COCOA | RM9
Strawberi • Coklat • Susu

ICHIGO GREENTEA | RM9
Green tea • Strawberi • Susu

MINUM LU


MATCHA SERIES



ICHIGO MATCHA | RM13 
Strawberi • Matcha • Susu

MATCHA KOFFI | RM13 
Matcha • Espresso • Susu

LA MATCHA | RM12
Susu • Matcha • Blended

MATCHA SODA | RM9
Matcha • Soda 

COCOA MATCHA | RM12 
Matcha • Coklat • Susu

BROWN SUGAR MATCHA | RM11
Brownsugar • Matcha • Susu

 MATCHA LATTE | RM9 / RM10
Matcha • Susu

2.3.2 Café Menu for Desserts

MAKAN LU

PASTRY

CHOCOLATINE MINI | RM2.50

Choc • Pie



DONUT COKLAT | RM4

Choc • Donut



CHICKEN SAUSAGE DONUT | RM4

Donut • Sausage



KEK

JAPANESE CHEESE CAKE | RM4

Cake • Cheese



CROISSANT

JUMBO | RM6

Plain • Buttery • Flaky



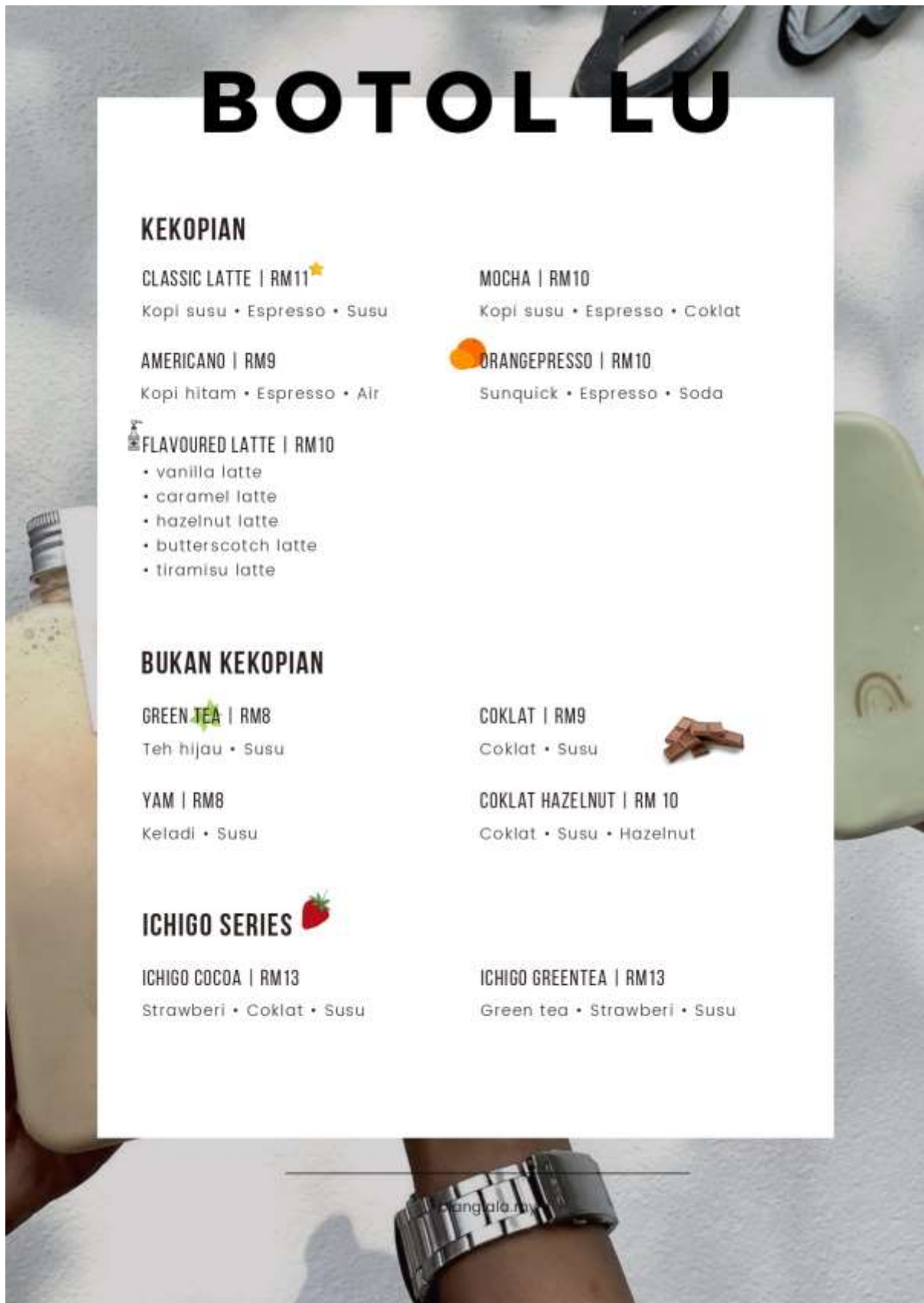
MEDIUM | RM3

Plain • Buttery • Flaky

MINI | RM2

Plain • Buttery • Flaky

2.3.3 Delivery Drinks (COD)



2.4 Strategies

2.4.1 Business Strategy

The main strategy that Bianglala practices in their business is putting the main focus to deliver their own uniqueness to the customers. They stay true to their pace and identity as a small, minimal yet lovable coffee shop by the locals especially by the villagers. They value their customers and try their best to give a great dining experience to the customers who visited their café by providing quality services through a personal and friendly customer relationship. This will help them to secure loyal and repeated customers as Joseph D Mansueto, an American billionaire entrepreneur once said, "Once you create a loyal customer base, it's tough for a competitor to take that away."

2.4.2 Marketing Strategy

a) Product

Bianglala uses high quality ingredients in making their products. They will constantly try to upgrade their ingredients after some time when they are making much more profit. This is to ensure that their customer get the best experience and taste of their product. Their product would also go through research and development process before proceeding to sell them on the menu. The R&D process involves getting some feedbacks from a few different people including their customers. Besides that, they also try to offer a unique selling point to their customers through handwritten quotes on each cup. On a side note, this practice indirectly helped them to advertise their products over the Internet as customers would often post a picture of their cup to their social media such as Instagram and TikTok and tag them on the post. (See Appendix A)

b) Place

The café is located in a serene village surrounded by nature. Bianglala uses the concept of an open café in which their customers will be seated at an open space whereby they can hear the sound of rustling leaves, gentle birds and flowing streams nearby which are perfect for those who came to the café to just sit back, relax and enjoy their aromatic coffees. (See Appendix B)

c) Pricing

Bianglala offers affordable prices for their targeted market age with most of their products being RM10 and under. The decision on pricing is also made from considering types of people at their location which is the village people who prefers affordable price for fancy drinks.

d) Promotion

The café uses several methods of promoting their products with most of them through social media. Their main social media account that is being focused on is Instagram. Once a month, they will pay for Instagram sponsored ads to boost their posts to their potential customers. They would also use paid retweet services from influencers on Twitter to help their tweets get exposures from the public. Besides social media, they would also attract their customers to repeat purchases from their café through stamp collection method in which customers who collected ten stamps on their loyalty card will get any free drink from Bianglala. (See Appendix C)

2.4.3 Operational Strategy

a) Production Process

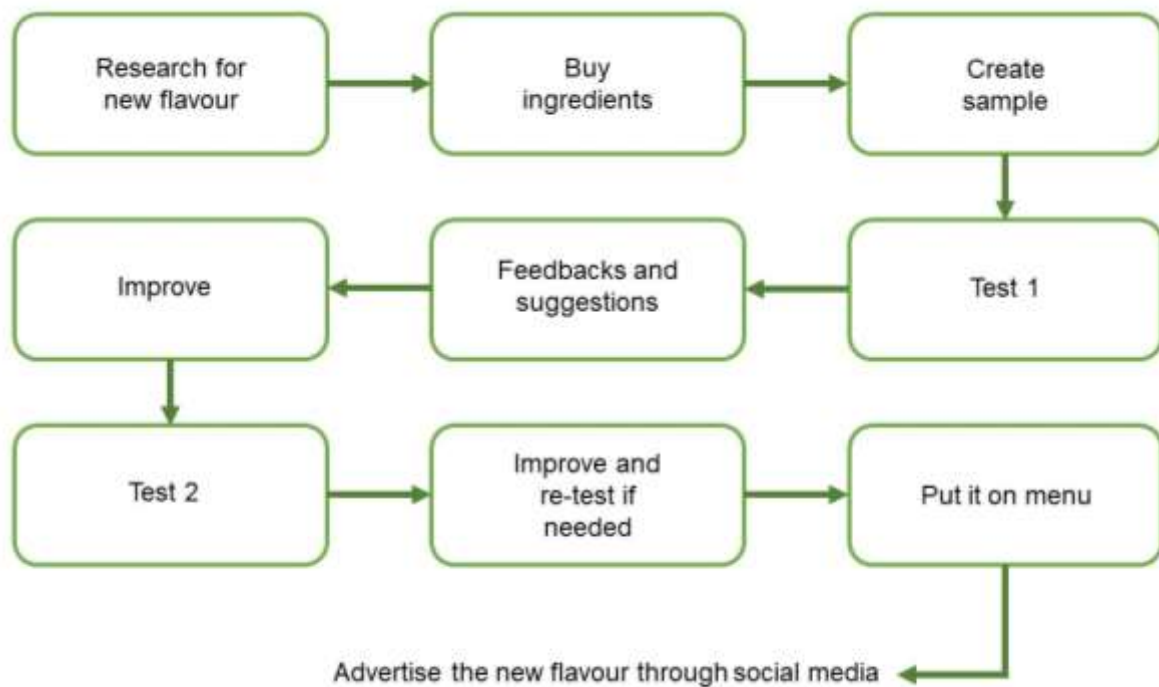


Diagram 1.2 Production Flowchart

In order to create a new drink or flavour, Bianglala will go through a research and development process to get the best menu outcome for their customers. First, they will do some research on a new flavour by observing the trends and going to coffee expo and exhibitions. After choosing the new flavour that they would like to produce, they will buy the ingredients related to the recipe of the drink. Then, they will come up with a sample drink and will then, give it out to several people to taste it which includes some from the team and the customers that visits the cafe. They will then ask for feedbacks and suggestions on how to improve the sample. Next, they will make improvements to the recipe such as adding extra shots, lessen the sugar, increase the brewing time or anything else that can help to improve the flavour. The new sample will then undergo another test and they will keep improving and retesting until they get the perfect drink that is sellable to the public. Then, they will update the new drink on their menu and advertise it on their social media.

b) Order/Sales Process

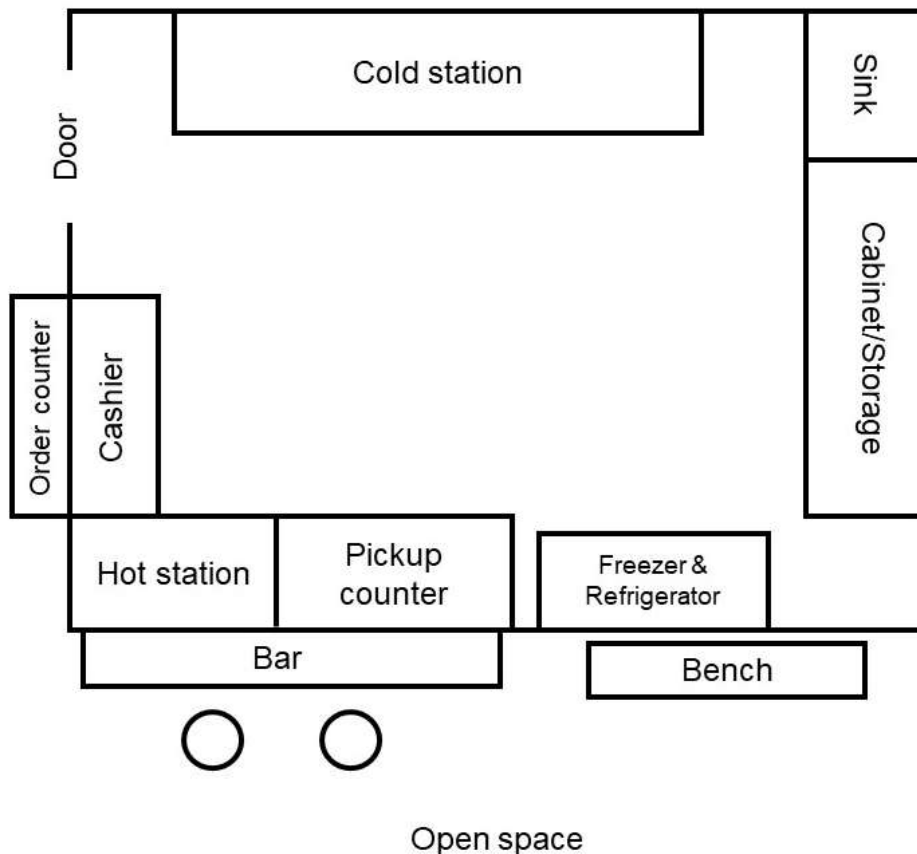


Diagram 1.3 Bianglala Café Layout

The Baristas will assist the customers' orders from the order counter where their menu is being displayed. Then, customers will pay for their drinks at the cashier and they can either wait for their order to be prepared at the bar, bench, or the open space where several garden table and stool were placed. The cold station is the place where the baristas will prepare cold drinks such as ice blended drinks and sodas. The hot station on the other hand is where coffee machines were placed. Freezer and refrigerator are often used to store frozen pastries and desserts which then will be microwaved upon requests from the customers to ensure that there will be no leftovers at the end of the day. Cabinet and storage are used to store ingredients such as coffee beans, syrups stock, cups, flavoured powder and many more. After the baristas complete the customers' orders, they will place their orders at the pickup counter which is accessible by the customers through a sliding window.

c) Manpower Strategy

Day	Manpower
Tuesday	Owner & Barista 1
Wednesday	Owner & Barista 2
Thursday	Owner & Barista 1
Friday	Owner & Barista 2
Saturday	Owner, Barista 1 & Barista 2
Sunday	Owner, Barista 1 & Barista 2

Diagram 1.4 Worker Schedule

There are three manpower behind the operation of Bianglala Café which involves the owner of Bianglala himself and two other baristas that work as a part-timer. The two baristas will alternate their schedules each day and they will all work together on the weekends which are Saturday and Sunday since those two days are the peak time for customers to come to the café. The café will be closed on Monday.

3.0 COMPANY ANALYSIS

What is BMC?

BMC or as known as Business Model Canvas is a strategic management tool for visualizing and evaluating the business concept or idea. The reason for a business to use the Business Model Canvas (BMC) is to develop and explain a business idea or concept quickly and easily. There are a lot of advantages for applying BMC to one's business.

First of all, through BMC, it gives a high-level description of the business concept and are able to avoid any unnecessary details on the company or businesses. BMC has been divided by several scopes, which means it is able to notice any important or unimportant things that might affect to the businesses easily.

Next, basis of brainstorming will be another advantage of BMC. Through this strategic management tool, employer and employees are able to run their ideas freely. It will give a lot of new ideas during the brainstorming session through this business model canvas. BMC also can easily edit and workers and stakeholders may simply access it. The company doesn't have to make a whole long essay report just to change any details from the BMC.

Last but not least, the advantages of BMC are easy to understand for everyone whether it is from huge organisations or small businesses with a few staff. It is indeed helping the new business who are still new in these industries with zero knowledge and experiences. The BMC tables are so organized that everyone is able to point out every idea and details through it.

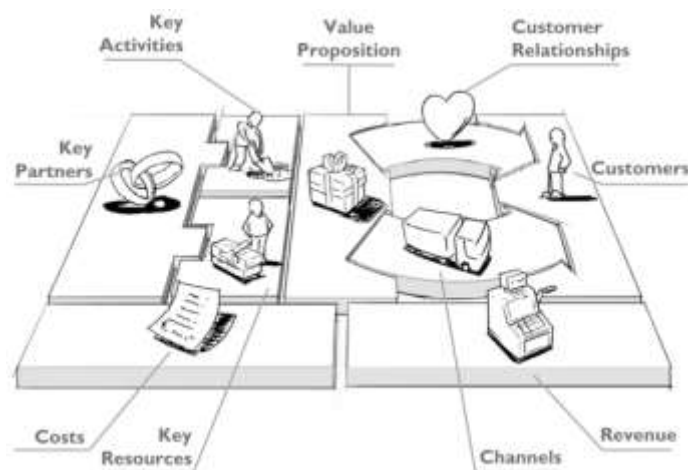


Image: BMC block designation

<u>KEY PARTNERS</u> 1. Supplier 2. Runner	<u>KEY ACTIVITIES</u> 1. On shop selling 2. Making drinks 3. Promoting on social media	<u>VALUE PROPOSITIONS</u> 1. Unique packaging 2. Pleasing visual for social media posting purposes. 3. Various flavour of drinks 4. Special cup for every customer	<u>CUSTOMER RELATIONSHIPS</u> 1. Personal assistance 2. Communities	<u>CUSTOMER SEGMENTS</u> 1. Local communities 2. Teenagers and early twenties 3. Coffee lover
	<u>KEY RESOURCES</u> 1. Barista 2. Vehicle		<u>CHANNELS</u> 1. Café shop 2. Social media: Instagram	
<u>COST STRUCTURE</u> 1. Salaries 2. Equipment 3. Ingredients			<u>REVENUE STREAMS</u> 1. Drinks 2. Pastry and cakes 3. Merchandise 4. Delivery	

BMC is divided by nine fundamental elements of a business which are customer segments, customer relationship, channels, value proposition, revenue streams, key activities, key resources, key partnership, and cost structure. The right side of the table focuses on the client or market, which are external forces outside your control, and the left side of the canvas focuses on the business, which are primarily under your control. The value propositions, which reflect the exchange of value between your company and its clients, are in the middle. Bianglala café applied every scope in BMC into their business. Below is the explanation of the BMC for Bianglala café that has been applied in their business.

1. Customer Segments

In this industry, customers are the lifeblood of every firm. No firm can thrive for a long time period if it does not have consumers. Every company need to identify their own target market to make sure that the product or services that has been promoted are able to catch their attention to use or purchase it. There are four categories of market segmentation approaches which are geographical, demographic, psychographic and behavioral. For geographical, the company may choose their target market based on their continent, country, population, and area. Demographic is where the company need to focus on age, gender, occupation, and income for their target market, while for psychographic, the lifestyle, social class, and personal value can be noted for their target market. Lastly, behavioral focus on occasions, degree or loyalty, and also the user status for its target market.

For Bianglala Café, their target market is based on the geographical, demographic, and also psychographic. This can be seen through the BMC table above that their market segmentation is focus on local who live around the café which it is easy to access their products around the neighborhood. Teenagers and adult early 20s are tend to enjoy the aesthetic and chill vibe for the café so it will be social media worth material. Coffee lover is one of their target markets is because their product is solely based on the caffein drinks which can attract the coffee lovers.

2. Customer Relationship

As stated above on the customer segments, customers are the heart of every business. Every firm need to make sure that they are able to attract more customers and at the same time keep the existed one so that they will be the loyal customer in the future. There are several types of customer relationship such as, personal assistance, dedicated personal assistance, communities, self-service, and automated services. For personal assistance, it is where the seller will interact with their customers whether through physically or online such as social media and emails. Communities is where it includes online groups where customers may assist one another in resolving issues with the product or service.

Bianglala Café, they use two types of customer relationship approach which is by personal assistance and communities. Bianglala Café has provided a special loyalty card or as known as stamp collection card as their medium to attract new and loyal customers. With the purchase of 10 times in their store will be given a cup of drinks for free. This will make the customers are enjoy and excited to buy more products from them to get a benefit from it. Bianglala Café also asking for feedbacks and suggestions from the customers so that they are able to produce new products and also able to improve in the future.

3. Channels

To improve and increase the quality of products and services, one need to always communicate with their customers to always get every feedback and suggestions on their business. Channels are mostly described on how the firm or business communicate with their customers. Customers will be more aware of your product or service if you use channels to offer your value propositions to them. Customers can also utilize channels to purchase items or services and receive post-purchase assistance. There are two types of channels which are owned channels and partner channels. For owned channels, the firm will communicate with the customers by using the company website, social media, or through on shop. For partner channels, the company will communicate with the customers by using partner-owned websites, wholesale distribution, and retail.

For Bianglala Café, they use their owned channels to communicate and interact with their customers. They use their own café shop at Rembau, Negeri Sembilan to dealing with customers. They also have their own Instagram account to update anything related to their products such as the launching of new products, updating on the menus and asking for feedbacks and opinions from the customers. Through Instagram, people are able to see the products that has been marketed by them and also it can attract many new customers through their posting.

4. Value Propositions

Every company and firm are desperately wanting to stand out more than their rival in this industry. They need to make sure that their products and services are different and

unique from others in the market. The value proposition relates to the value of the items that the firm claims to give to customers. Through value proposition, it explains how the product addresses a problem, communicates the intricacies of its additional advantage, and explains why it is superior than competing goods. This can summarize why the customers should buy the products and use the services from the firm.

Bianglala Café has a lot of uniqueness that are able to attract people to buy their product than their rival. They use a unique shape of bottle which is seldom to find in the market to deliver to their customer. Not just that, the baristas are making sure that every drink that their customers order will be in a good condition, not just by the quality of the taste but also for the visual that are social media posting worthy. Bianglala Café provide not just caffeine drinks to their buyers, they also concerned about other people who are not enjoying the caffeine drinks. They provide tea, chocolate and also soda as their non-caffeine menus. What makes it more special is, every cup of the drinks has their own special quotes. The baristas will choose a special quote on the cup based on the individual itself.

5. Revenue Streams

Revenue streams are the ways in which a business makes money by selling its product or service to their consumers. Revenue streams also describe how the business will profit from its value propositions. There are several ways to generate revenue which is transaction-based revenue who primarily up of clients that make a single payment, and recurring revenue who made up of fees for continuous services or after-sale services. For Bianglala Café, they sell their products which is drinks, pastries and cakes, merchandise and also the cost from delivery. These products is the one that make will increase their profit by selling it to the customers. The delivery cost will be covered for the petrol of their vehicle.

6. Key Activities

Key activities are a task that a firm need to carry out in order to achieve its business goals and make sure that the business is still continue. These important actions should be focused on delivering on the company's value offer, reaching out to customers and sustaining connections, and producing money. There are three categories of key activities which are production, problem-solving, and platform or network.

For Bianglala Café, they are mostly selling their products on their store in Rembau, Negeri Sembilan, but sometimes they will take order from WhatsApp and Instagram to deliver through their own transport to the customers. They also produce and make their own drinks using the raw materials by themselves. For promoting, Bianglala Café is more focus on Instagram to promote their business to the world. Since their target market is teenagers and adult in their early 20s, these types of people are more active in Instagram than other social media platform.

7. Key Resources

Key resources are the most important inputs the firm will need to complete their core actions and develop their value proposition. There are several types of key resources such as humans for example the employees, financial for example lines of credit, intellectual which is brands, and physical such as equipment and inventory.

Bianglala Café hired two experience baristas to put up on their customers order and to deliver a quality drinks and pastry to their customers so that the customers can enjoy their time consume the products. They also use vehicle to buy the raw materials to make the products and also for delivery purpose.

8. Key Partnerships

External organizations or providers who will assist you in carrying out your important operations are known as key partners. These alliances are formed to mitigate risks and gain resources. Key partner is a relationship that some have with other business to make the company working well.

For Bianglala Café, their key partners are no other than supplier. Supplier is very important to a producer to produce their products so that they can sell it to their customers. Bianglala Café will buy raw materials for making the drinks and pastry at the store, and sometimes they will use the raw materials to create a new menu for their customers. Bianglala Café are making sure that every raw material to make their product is in a high quality so that the uniqueness of the flavor will remain same. This firm also use runner to deliver the products that the customers had ordered right to their house to make it easier for the customers to access their products.

9. Cost Structure

All costs connected with operating the business model are included in the cost structure. The organization should concentrate on calculating the costs of developing and providing value propositions, as well as generating income streams and managing client connections. Once the company has determined its main resources, activities, and partners, this will be much easier. Cost-driven businesses focus on cutting expenses whenever feasible, whereas value-driven businesses focus on offering maximum value to the consumer.

The cost structure for Bianglala Café is mainly for the salaries of their employees for every month, equipment for their stores, and also ingredients. As stated above, Bianglala Cafe only use the high-quality ingredients to maintain the uniqueness the flavor of their drinks, pastries and cakes.

4.0 FINDING AND DISCUSSION

4.1 Finding

1) Inconsistency of product

- The consistency of the drinks served by the staff tends to ***vary depending on the person who made it***. This is somehow one of the major problems faced by the company as they have received some review from their customers regarding this issue. This can happen due to various reasons. The company has to maintain the quality of their products as to maintain their image as a good café. Consistency in your product is important as to build long-term trust for your customers. Moreover, inconsistency can also affect your potential customer's perception towards your product in a negative way. The company has to overcome this problem because if the product they made are dominated by negative reviews, the consumers will immediately abandon your product or company and look for other alternatives with better products.

2) Low Revenue/ Sales

- The company is having trouble to meet their monthly sales target due to many factors. Some of the reasons were due to the location of the café which is located at a small village surrounded by nature which is ***not very accessible*** for people from outside of the area which also leads to ***small crowd of customers***. The café needs to overcome this problem as it is important for them to reach their target sales to cover their costs for raw materials, salary and other expenses as well as making profit at the same time. If the company continuously have low revenue, their business will be at risk of not breaking even or having low profit margins and levels of profit. It can be very dangerous if the costs for materials increase while the revenue stays the same or declining. Profit is also important for their future expansion in order to fulfill the customers needs, wants and demands.

4.2 Discussion

The main problem that the company face is inconsistency of products due to the product vary depending on the person who made it. This is a common issue which arises at every food & beverage outlet. There are several alternatives that can be done to overcome this problem. For example, ***training and test-tasting***. Other than that, the major problem which is a big concern for all businesses is having low revenue/ sales. The main cause for this problem is because of the location of the café is not strategic and the small crowd of customers that come to their café. This issue can also be resolved by ***moving to a new location with good accessibility and improving their marketing strategy*** to attract more customers. Here are some of the recommendations on how to overcome the problems faced by the company:

1) Training and Test-tasting

- Training is one of the most crucial steps when hiring new staff, however, the supervisor needs to also make time for regular refresher training for their team. This is important to teach them the business 'way' of doing things. As an example, how the drinks were produced, served and the seasonal specials. The staff or barista should know and follow the recipes provided by the business and be knowledgeable about the ingredients used. In order to produce consistent product or drinks, there should also be test-tasting on a regular or semi-regular basis by asking the staff to make certain drinks and make sure that they taste they way they should be. The taste should be consistent or standardized in order to maintain the quality. Improving and maintaining the consistency of the products is important in order to gain the customer's long-term trust and ensuring potential customer's positive perception towards their business by reading the positive reviews left by the customers. This effort should be taken in order to maintain the café's image and credibility.

2) Moving to a new location with good accessibility.

- The location of a business is important as it is one of the main factors that contributes to their daily revenue. The business current location is not very strategic due to the fact that it is located in a small village which is not very accessible by people outside of the area.

The current customers who came to their café are mainly from the nearby village and people who came to Buana Kita Glamping and Event. Location plays the main role in attracting customers. Therefore, in order to choose the best location for their café, the business has to consider some aspects such as the accessibility, costs, demographics, proximity to other local business and many more. Ideally, it is important for the business to secure a location where their products are high demand and the competition in the area is fairly low. Other than that, location also plays a huge role of attracting and retaining the best employees. Good locations can significantly boosts the company's long-term performance.

3) Improving marketing strategy

- Marketing strategy is important to let people know the existence of our business and the products we sell. It also helps the business to grow efficiently and reach their highest potential for return of investments (ROI) by promoting their brand and products. Bianglala's current marketing strategy involves promoting their products on a semi-regular basis on social media and build connections with nearby businesses. Some of their promotions includes paying influencer on Twitter, also known as 'Twitfamous' to promote their business by retweeting their posts. Some of the method that can be used is by investing in social media platform ads, for example, Facebook Ads and Instagram Ads. These social platforms have algorithms with our search engine where they can pop-up onto someone's feed according to their interest that have similarities or is related to Bianglala Café. Therefore, Bianglala need to allocate some budgets to invest for their marketing strategy to make sure their café has wider exposure and become well-known.

5.0 CONCLUSION

In order to conclude our research on this small business Bianglala Café, we have identified the problems that the company has faced and provided some recommendations for them to overcome the problems. The first main problem is inconsistency of product. This is the first issue that the founder came up with as they have problem in maintaining the consistency and quality of the product as the taste vary according to the person who made it. To overcome this problem, we suggested the business to do training for the staff and do regular or semi-regular taste-testing. This method is important for them to ensure that the staff produce the drinks in accordance to the recipes provided and they tasted the way they should be.

Next, the second problem that they face is having low revenue/ sales. This issue is very worrying to all businesses as they need to cover their expenses and make profit at the same time for safety budget allocation in case of any increase of costs and for future expansion. The main reason why they face this problem is because of the café's location which is not very strategic which leads to small crowd of customers. The location of Bianglala Café is located in a small village in Buana Kita's area which is not very accessible for people outside of the area. They can overcome this problem by moving their café to a more strategic area that is more accessible and is located in a place that has big crowd but with low competition.

6.0 REFERENCES

Bianglala Café [@bianglala.my]. (n.d.). Posts [Instagram profile]. Instagram. Retrieved May 19, 2022, from <https://www.instagram.com/bianglala.my/?hl=en>

7.0 APPENDICES

Appendix A



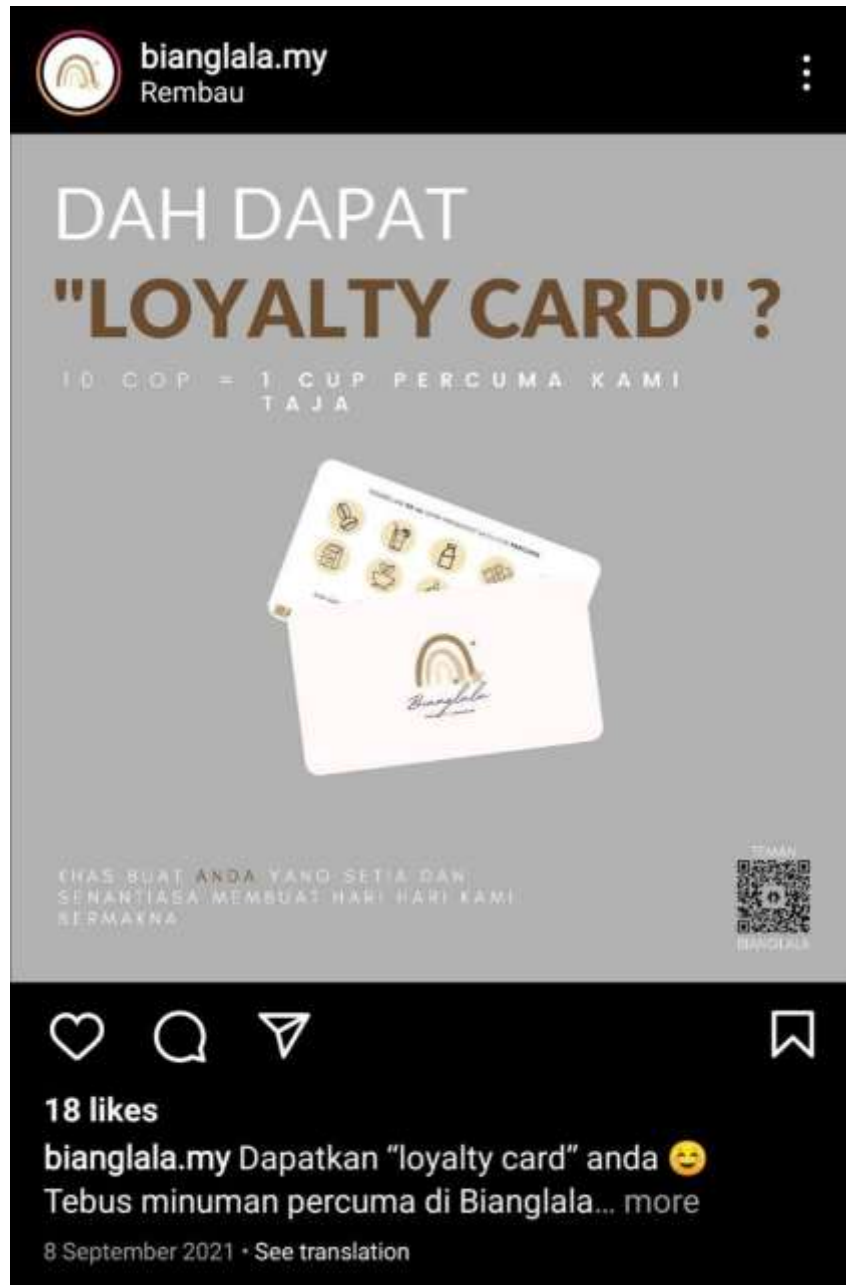
Handwritten quotes and 'Tag us!' on each cup.

Appendix B



Bianglala with an open café concept.

Appendix C



Stamp collection on their loyalty card.