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EXECUTIVE SUMMARY

Nowadays, most businesses choose a unique business pattern and can be said to be modern in line over the time. This is because most customers want something different, especially young people who want a beautiful and Instagrammable place to eat or hang out. Therefore, our business took steps to provide a cafe that sells western food and has the uniqueness of providing a place for pets such as cats. Since we have a place for cats, we also provide cat sitting and grooming services. Purrfect Cafe is a business that combines a food cafe and a place for pet sitting and grooming services. This business has a motto that is to provide the best service to ensure our customers are satisfied and make our cafe as the best in town with affordable prices and give the best rating for us. Next, when talking about the interior design as well as the environment of our cafe, we chose to provide a place that can make them feel calm and comfortable like being at home. We provide a clean environment and have fresh air, a cafe that guarantees fun and enjoyable for our target customers such as families, western food lovers, cat lovers and even suitable for students or people who are stressed at work. In ensuring our motto is achieved, we select our employees who are dedicated in carrying out the work. Our employees are from individuals who are experienced and knowledgeable about cats and how to care of them. While for our kitchen employees, we have individuals who are skilled in kitchen management and have skilled and knowledge in western cuisine to produce quality food products that suit the tastes of our customers. ✓

Last, but not least, in this assignment as well, we also provide SWOT analysis for two businesses similar to ours. The purpose of this SWOT analysis is to facilitate us in identifying strengths, weaknesses, opportunities and threats in our business based on the two businesses that we analyzed. Next, we also explain about Business Model Canvas. BMC is a simple, concise and easy to understand way for a business to show its concepts and ideas. BMC roughly has nine blocks that can help a business to plan their smooth running. Among them are value proposition, customer segment, customer relationships, channel, key activities, key resources, key partners, cost structure and revenue streams. ✓

1.0 INTRODUCTION

1.1 BUSINESS BACKGROUND



Image 1 : Purrfect Cafe's logo ✓

Name of Company	Purrfect Cafe
Nature of Business	Sole proprietorship
Industry Profile	Cafe and pet industry
Location of the business	24A First Floor, Aman Central, 05100 Alor Setar, Kedah
Date of Business commencement	1st April 2021
Date of registration	27th April 2021
Factor in selecting The Proposed Business	<ul style="list-style-type: none">● Very interest in cooking and want others to taste our delicious food● Lack of pet care in Kedah● Help ✓ owners who need animal pet service such as cat grooming
Future Prospect of the Business	<ul style="list-style-type: none">● Expand more branches in Malaysia● The best and unique cafe that provides a variety of food and beverages, at the same time being the best provider of cat seating, pet accommodation and grooming services.



1.1.1 DESCRIPTIONS OF BUSINESS

'Purrfect Cafe' is a unique cafe that combines the cat house with food and beverages cafe. Our cafe was established on 27th April 2021. This cafe is usually an independent business run by family members. Our cafe uniqueness and the cat house is a perfect place where customers can relax while enjoying food and drinks with their friends or family members while playing with furry friends. These cat houses are homes and shelters for cats that come in a variety of shapes and sizes, as well as for seating services and pet services. Several stray and homeless cats were rescued and taken to Purrfect Cafe to be cared for, treated and given special treatment. Location for our cafe is located in Aman Central, Alor Setar, Kedah. Our cafe has two sections which are the section for customers to enjoy the food and also the section that has a transparent wall to place the cats in our cafe. The purpose of the use of transparent walls is to make it easier for our customers to enjoy meals while looking at the cats. We separate the customer's dining area with the cat placement is to maintain cleanliness. We chose a beautiful design that is suitable for people who want to relax and unwind and play with our fur babies.

Purrfect Cafe's target market is cat lovers, pasta lovers, coffee or tea lovers, and dessert lovers also for those who love to try something new and unique. Since we have pet sitting services in this cafe, any pet owners who want to go on a trip or are busy with their work and cannot bring their cats with them, can leave their cats in a lodge to spend the night. This cafe is the right choice to help cat owners who are worried about leaving their cats. With the opening of this unique cafe concept, we are well aware that some people may be afraid of cats but would like to try our food and drinks. Here are also some of the reasons why we took the initiative to separate the customer's dining room and the cat room. They can still enjoy our food and drinks without having to worry or fear of cats. Purrfect cafe's have highly dedicated and knowledgeable employees who will help the cafe to run its business well. We called our employees as friends because we want to have a strong relationship with each other and grow the business together. Some of the partners are from family members of business owners. We treat customers like family members and build authentic relationships with customers. Customers can also get our personal attention and we will meet the needs of customers.

1.2 PROBLEM STATEMENT

As new entrepreneurs, there are many problems we have to deal with in running a business. Every problem needs to be addressed so that the business can run smoothly. So we were able to identify some of the problems that can occur while running the business. So the first problem is demand from customers. Customers demand that their cats be cared for several days. This is demanded of cat owners who have special events to attend or want a vacation but are unable to bring their furry babies and they want their furry babies to be well cared for while they are away. In addition, customers also demand food and drinks, some customers ask for a different menu or something special and unique or more options. ✓

Secondly is handling customers. ✓ Every customer has their own mood swings behaviors, sometimes our customers might have problems at work or students who have stress while studying. Communication will be quite difficult if the customer places expectations too high. Not only that, sometimes we have to deal with picky customers, perhaps because the services provided are not to their liking. Some customers will also question and argue about prices if their pets do not meet their needs. Next, controlling children is also one of the deepest problems in this business. They can be very happy and at the same time can be very uncontrollable when their wants are not fulfilled. For example, ✓ they play with cats in the wrong way and cause the cat to get angry and possibly get injured when the cat claws at them. This situation will make their parents blame us for not paying attention to their children as well as considering our cafe unsafe.

As with any existing business habit, we definitely want our business to achieve the profits we have set. Lack of understanding of the concept of marketing is also one of the big problems for our cafe because it will result in dissatisfaction or not meet the standards desired by our customers. This will have a negative impact on our business as it will disrupt sales performance, business development and progress will be affected. Differentiation of services such as online services to be delivered to customer premises gives our business a longer competitive advantage. The resilience of the strategy tends to make it more interesting and great. Purrfect Cafe is a relatively ✓

new cafe, this requires us to promote and introduce our cafe to the community. We need to provide a good marketing and advertising strategy for our cafe to attract attention and publicize the existence of our cafe. This also requires substantial production costs.



1.3 OPPORTUNITY RECOGNITION

Every business has their own challenges and problems that they will face so they don't know when and how big. Same with 'Purrfect Cafe'. we also have our own problems and issues to face but how we solve those problems is the most important thing because it shows how professional and mature we are in business. The first problem is pet service and pet sitting only for cats. Our cafe does provide pet sitting and grooming, but it is limited to cats only. This is because we apply for Halal certification as well as HACCP. As other animals does not meet the characteristics allowed by Halal and HACCP certification and it is likely to cause the pet sitting and grooming place in the cafe to be a bit unmanaged. So, we decided to focus only on cat care to ensure the safety of our customers as well as cleanliness in our cafe either long-term or short-term. The advantage of a pet sitting and grooming service is that cats can have new friends to play with them. What's more, we provide stress-free and completely cage-free for cats to enjoy their time and play freely at this facility.



Secondly we need to have a good way of communication. We need to be smart in communicating with customers who have less stable emotions. For example, among the situations that require good communication is when the food ordered by the customer is different from what they get from us or the customer is dissatisfied with pet sitting and grooming services. If such a situation occurs, we need to act wisely that is to continue to focus on the problems that occur and avoid personal attacks on customers. We need to understand that customers have a right to have a say, but we need to be smart in controlling emotions and situations. The first step, we can ask a few questions to them at the beginning of dealing with the customer. This information will help us to defend ourselves later and customers should not accuse us of not understanding what they want.



Thirdly, we need to avoid any risks that could endanger our employees. When we get customers who want pet sitting and grooming services, the first thing to do is to ask a few questions related to their cat. We need to ask pet owners very carefully. This is in preparation for us in case something unexpected happens. Moreover, for our rescued cats, we also provide a special space for them to be treated and our employees will always be aware of the changes in personality and habits of the cats in our cafe before we allow them to hang out and play with other cats.

Finally, we use social media platforms as our marketing strategy. Among the social media platforms we use are Twitter, Instagram, Facebook and even our own cafe website. On each of these social media, we provide all the information related to our cafe, in terms of the type of menu we offer and all the services we provide. This marketing strategy helps us to increase brand recognition and brand awareness so that people will know what services we offer especially for the local community.

1.4 SWOT ANALYSIS (TWO COMPETITORS)

1) Cat Walk Studio, Ayer Keroh Melaka

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> ■ The first cat cafe in Malacca ✓ ■ Have a strategic tourist attraction areas ✓ ■ Employees have interest and knowledge about cats care services ✓ ■ Modern and relaxing environment ✓ ■ No time limit to play with cats ✓ 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> ■ Higher cost during starting business ✓ ■ Expensive price ✓ ■ Long waiting duration ✓ ■ Low efficiency booking session ✓
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ■ Have ability to open franchising ■ Can attract customers other than the target market ■ Loyal returning customers 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ■ More competition as others cafe are opening ■ Changing market taste ■ Competitors offer cheaper price ✓

2) Purradise Cat Cafe

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> ■ Have diverse menu based on Malay cuisine ✓ ■ Have many cooking experts ✓ ■ All types of pet can get the services ✓ ■ Have cooperation with animal rescue association ✓ 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> ■ Lack of reputation due to low marketing plan ✓ ■ Inconsistent operation hours ✓ ■ Small space and smelled of cats ✓ ■ Do not offer delivery services ✓
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ■ Improve the overall customer experience ■ Demand for delivery services ■ Attract new customers ■ Implement a loyalty program 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ■ Other competitors offer delivery services ■ Need additional costs to prepare a bigger space for pets ✓ ■ Poor rating on review websites

1.5 THE PURPOSE OF BUSINESS MODEL CANVAS (BMC) PREPARATION

Business Model Canvas (BMC) is a strategic management tool to define and communicate business ideas or concepts quickly and easily. Many business companies use a business model canvas to develop or document existing business models. Our main goal in using the Business Model Canvas is to quickly draw a picture of an idea that allows us to understand the business and go through the process of making a connection between what the idea is and how to make it a business. It seems that consumer decisions are what influence the use of a system that allows everyone to get a clear idea of the possibilities of the business. ✓

There are nine elements in the Business Model Canvas. As we have seen there are customer segments, value propositions, channels, customers relationship, revenue stream, key activities, key resources, key partnerships and cost structure. These are all the most important elements to running the business. ✓

2.0 BUSINESS PROPOSAL

2.1 Business Model Canvas (BMC)

<p>KEY PARTNERS ✓</p> <ul style="list-style-type: none"> Ingredient Suppliers Pet Food Suppliers Animal Rescue Agencies E-payment Service Provider Foodpanda Delivery 	<p>KEY ACTIVITIES ✓</p> <ul style="list-style-type: none"> Pet sitting and grooming services Selling foods and beverages Advertising Marketing Free Wi-Fi 	<p>VALUE PROPOSITION ✓</p> <ul style="list-style-type: none"> Easily accessible location Affordable price High quality service for pet care Unique taste of meals Variety option of Western meals and desert 	<p>CUSTOMER RELATIONSHIP ✓</p> <ul style="list-style-type: none"> Membership program Customer services Vouchers Feedback and rating 	<p>CUSTOMER SEGMENTS ✓</p> <ul style="list-style-type: none"> Cat lovers Western food lovers Families Pet owners Students Workers
<p>COST STRUCTURE</p> <ul style="list-style-type: none"> Treatment and food costs for cats Monthly maintenance Employees salaries ✓ Utilities Stock for foods and beverages 		<p>REVENUE STREAM(S)</p> <ul style="list-style-type: none"> Admission fees Services fees ✓ Premium membership Donation for cats Sales of foods and beverages 		

2.2 Explanation Of BMC

The Business Model Canvas (BMC) is a management tool that quickly and easily define a business concept or idea. The right side of the BMC focuses on the customer, while the left side focuses more on the business. Both external and internal factors meet around the value proposition, which is the exchange of value between your business and your customer. This Business Model Canvas (BMC) is used to quickly draw a picture of what the idea needed, it allows the business owner to get an understanding of their business and to go through the process of making connections between their idea to make it into a business. It is very important to all the businesses to looks at what kinds of customer decisions influence the use of their systems because it allows everyone to get a clear idea of what the business will likely be.

Value proposition :

Proposition value is the key to every business or any product. This is the basic concept of an exchange of the value between the business and the customers. Generally, this value will be exchanged with the customer for money when a problem is resolved or pain is incurred by the business. Purrfect Cafe provide variety options of western meals and dessert and all of the foods and beverages have its own unique taste. Other than that, high quality service for pet care such as cats at very affordable price. And the location are easily accessible with any types of transport such as car, motorcycle and public transport.

Customer Segment:

Customer segmentation is the practice of dividing the customer base into groups of individuals that are similar in certain ways such as age, gender, interests and spending habits. Purrfect Cafe focuses on cat lovers and western food customers. The cafe also focuses on customers with families because parents will definitely accompany their children who love to play with cats while enjoying the delicious food available. Since Purrfect Cafe is a cat -themed cafe and provides cat care services, this can help to impress pet owners. This cafe can also be a place to relieve stress or fatigue due to studying or working for students and working people.

Customer Relationship :

Value Propositions have been developed in advance to a better understand the Customer Segment. And Customer Relationship defined as how a business interacts with its customers. Purrfect Cafe has identified several ways to get closer to customers. Among them is by holding a membership program and providing vouchers for customers who do not have a membership. This membership program basically will provide rewards and special offers for food and beverages as well as cat grooming services. Next, Purrfect Cafe also have customer services and receive all feedback and rating from customers.

Channels :

Channels are defined as the ways in which the customers come in contact with the business and become part of the sales cycle. This is basically under the marketing plan for the business. Purrfect Cafe uses social media platforms such as Instagram, Facebook and Twitter to convey information to customers. In addition, YouTube is also used to show the services provided more closely to customers. Finally, websites and flyers are also used to expand information about this cafe.

Key Activities :

The Key Activities of the business or product are the actions that the business undertakes to achieve the value proposition for the customers. Purrfect Cafe are selling western foods and beverages. We also provide cats sitting and grooming services. We also doing the advertising marketing through website and social media as an action to promote our cafe. Not only that, we provide free Wi-Fi for our customers.

Key Resources :

The practical resources are needed to achieve the key activities of the business. This is means that the resources that the business need to do in the business. Purrfect Cafe need to have the attractive interior cafe design to attract guest. Then, our cafe need the knowledgeable employees in cooking and also in cats grooming. So that, our cafe will produce a good service to our customers. Next, in order to promote our cafe, we have a good team of advertising management, who always control the

advertising in our social media and website. Our cafe have a good Internet connection to provide free Wi-Fi to our customers.

Key Partners :

A list of other external companies or suppliers that may need to achieve the key activities and deliver value to the customer. They are a key partner to achieve the value the business promises to the customer. For sure our Purrfect Cafe need the raw materials suppliers since we are running foods and beverages business. Secondly, we have a relation on pet food suppliers and rely on the Animal Rescue Agencies. This is because they can do a regular check up for our cats at the Purrfect Cafe. Thirdly, we have a connection with E-payment Service Provider. Nowadays, most of people are using Debit Card or Pay Wave systems during payment of services or products. Last but not least, we need to build a key partner with Foodpanda delivery. People usually used for Foodpanda delivery services to order foods and beverages if they do not want to dine-in at the cafe.

Cost Structure :

The business cost structure is defined as the monetary cost of operating as a business. In all the businesses, cost structure is the most highlighted. Purrfect Cafe need a cost for purchasing raw materials for foods and beverages. Not only that, our cafe also need to spend on the treatment and food for cats, monthly maintenance, employees salaries and utilities. ✓

Revenue Streams :

Revenue Streams are defined as the way by which the business converts the Value Proposition as solution to the customer's problem into financial gain. It is important to understand pricing of the business accordingly to pain of purchase in exchange for the pain of solving the problem for your customer. Purrfect Cafe have an entrance fee for those who want the plays with the cats since our cafe have a clear-mirror space for the cats. Next, our cafe have the services fee and sales of foods and beverages and pets grooming. Then, Purrfect Cafe have a membership program for all loyalty customers. All the loyalty customers need to pay for the membership fee once a year in order to receive the advantages provided. Not only that, our cafe also held a donation program for ✓the cats.

5.0 CONCLUSION

In closing, our cafe, Purrfect Cafe considers that BMC is a very good measurement tool, effective and saves time in forming a new business or product. As we already know, BMC has nine very helpful blocks such as value proposition, customer segment, customer relationships, channels, key activities, key resources, key partners, cost structure and revenue streams. When we examine and understand each block found in BMC, we will definitely be able to evaluate about the ideas and concepts that we highlight. ✓

Next, after analyzing some problems that have occurred or will occur in the future in our cafe business and pet sitting and grooming service, we will act in finding the best solution. After that, we will always try to improve all the shortcomings and weaknesses of our cafe. ✓

Not to forget also the mission and vision of our cafe. Purrfect Cafe hopes that the mission and vision can be implemented well either in the short or long term. Our mission is to provide the best food and beverage services in town, be among the recommended pet sitting and grooming services and maintain good quality services. In addition, our vision is to expand our cafe branches, Purrfect Cafe throughout Malaysia. ✓

4.0 APPENDICES



Image 2 : Interior design of Purrfect Cafe



Image 3 : The cafe space is made separate as to attract customers who do not like to be approached by cats but like cats or those who do not like to be disturbed while eating



Image 4 : This is a space for customers to eat while being accompanied by cute cats



Image 5 : This is menu in the Purrfect Cafe



Image 6 : For cat grooming, we use this automatic smart pet drying box



Image 7 : The counter for barista, customer can see the making of coffee



Image 8 : The equipment to make a picture ~~✓~~ that customer wants to appear on their coffee