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COMPANY LOGO

BUSINESS MODAL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : BUSINESS MODAL CANVAS

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TABLE OF CONTENT

ACKNOWLEDGEMENT	1
TABLE OF CONTENT	2
EXECUTIVE SUMMARY	3
1.0 INTRODUCTION	
1.1 Business Background	4
1.2 Purpose of Business Modal Canvas (BMC)	5
1.3 Problem statement	5-6
1.4 Opportunity Recognition	6
1.5 SWOT analysis (two competitors)	7
2.0 BUSINESS PROPOSAL (BMC)	8
2.1 Customer Segments	9
2.2 Value Propositions	10
2.3 Channels	11
2.4 Customer Relationships	11
2.5 Revenue Streams	12
2.6 Key Activities	12
2.7 Key Resources	13
2.8 Key Partnerships	14
2.9 Cost Structure	14
CONCLUSION	15
REFERENCES	16
APPENDICES	17-18
TURNITIN RESULT.....	19
DECLARATION	20



Executive summary

A company or an inventive entity engaged in commercial, industrial, or professional activity is referred to as a business. Businesses can be for-profit or non-profit enterprises dedicated to a charity mission or a social cause. In other words, business is a platform for earning profit and selling products or service that use a lot of effort and activities to be success.

The Business Model Canvas is an entrepreneur's tool for imagining, designing, and reinventing their business model. Alexander Osterwalder, a Swiss business theorist and author, developed it. The purpose of this canvas is to provide insights on how customers are served, what value propositions are supplied through which channels, and how the business makes money.

In addition, a business plan is used by many organizations in order to ensure that their business follows a step towards achieving its objectives. So, to make sure that our group business "BURGER MANJAH" is going down the right path. We're also developing a business modal canvas to better understand our business and what kind of target we're going to achieve.



1.0 INTRODUCTION

1.1 Business Background



Burger Manjah is a new product we have created for our business. The product name is given as a result of our consensus as a group. 'Manjah' or the root word is 'Manja' meaning pampered or spoiled. Here we would like to show that the product we want to market has been produced with a full sense of love. We want to pamper our customers with the deliciousness of our homemade burgers as well as give them a sense of love while we produce our products. Because of that, we have chosen the name 'Burger Manjah' to promote our sales products to the public. Our business has started small and we would like to expand our business further by introducing this 'Burger Manjah' specialty. The specialty of our burger is not only because of its name, but we have our own specialty where the production of this burger has involved only women. We are made up of 4 women who manage this business and because of that we also named our burgers 'Burger Manjah' because of the nature of ourselves being spoiled and wanting to pamper our customers like we are pampered with a lot of love. We believe that if we produce our products with a full sense of love, our customers will enjoy our products more with a happy taste.

Food products such as burgers are no longer surprising to Malaysians because most traders who are just starting a business prefer to choose foods that are easy to produce such as burgers. However, the burgers we produce are not like other burgers ever sold. This is so because, the patty produced is homemade which has been created by ourselves. The patty not only consisted of beef and chicken only, but we also used fish, mutton and made a mixture of the patty with vegetables and special sauces that we produced ourselves. In this regard, we have shown that the burger business we sell is not the same as the others and is able to go further based on the privileges we have described.

Mission:

To gain customers' confidence and trust in our products by adopting halal and healthy food products. ✓

Vision:

To be the largest producer of local burger products. ✓

1.2 Purpose of Business Model Canvas (BMC)

In this age of modernization, the business model canvas is an essential design to succeed in handling business operations. The purpose of this business model canvas is to illustrate the methods of creating value in a business in order to generate money while maintaining service and customer products. Nowadays, there are several types of business models and they are referred to as 'business model canvas'. This business model canvas was developed by Alex Osterwalder to help people get more basic information to start a business. If we don't have a business model canvas to start our business, maybe this could make our business slow to grow in the market. Therefore, the business model canvas is important and very good to use to increase focus and gain clarity on what the business is trying to achieve in the objectives and goals of the business.

1.3 Problem Statement

We have opened this Burger Manjah business due to the problem of customers who want fast food such as McDonald's, KFC, A&W and more. However, they want fast food that suits their own tastes. Therefore, we manufacture our products to meet the tastes of customers and quality equivalent to popular fast food as described earlier. Not only that, most customers also feels that fast food like McDonald's and KFC put a relatively high price on their products. It has also been a grievance of customers who want affordable fast food. Due to this too, our burger business becomes an advantage as the products we market find affordable prices to the customers and make the customers enjoy our products with pleasure. ✓

Furthermore, the burgers we market are homemade burgers and the photos taken to promote our products are genuine and not using the commercial way as commonly used by most product businesses to market their products successfully. ✓

This is because, most of the popular food products out there use commercial way without marketing their original product and make the people who see it deceived and buy. When the product is already available to the customer, it is not the same as what has been advertised and that will cause customer dissatisfaction. Therefore, our burger business does not want to do that and uses our original products and markets them to the public to show the quality of our products that are original and can meet the needs of customers.

Moreover, as we already know by now, the Covid-19 virus that has plagued the world has forced us not to go out of the house and keep a distance from each other in order to break the chain of this virus. Because of this too, we have uploaded and registered our business in the Grabfood and Foodpanda apps for those who want our products without having to go to our store and enjoy them at home. In this way too, we have managed to expand our business indirectly.

1.4 Opportunity Recognition

Opportunity recognition is the process by which a business that has an entrepreneurial idea to approach a new business venture. This is very important for businesses that need a long run as it helps the business to continue to succeed. Our business hopes that one day this product will go further and become the discussion of every corner of the human being in the country about our burger food products which are the attraction and favourite of Malaysians. Not only that, we also hope to open our business widely through the addition of branches in each state and district to market and introduce our products to the rest of the country and the world.

Plus, with our hopes of opening more outlets of these burger products, we can help entrepreneurs who want to start their business for the first time. Services to expand our business will also be enhanced by expanding further through applications that customers often use. Every business needs to have a well -organized plan to manage the business well as well as be able to manage finances prudently.

1.5 SWOT Analysis (two competitors)

In this business, we have used SWOT Analysis to assess the current position of our business organization before embarking on a new strategy. SWOT consists of strengths, weaknesses, opportunities and threats. This analysis is intended to explain something in the business more easily and in detail.

First, in terms of strengths, we can see that our competitors have many customers because they have run the business before us and managed to attract many customers to buy their products. Furthermore, their products have also expanded to other countries and have stocks of frozen patties to meet the needs of their customers. For example, Ramlee's business is no longer foreign to the people in the country and it has become their habit that if they want a burger that suits local tastes, they will buy burgers from this business.

Next, for the weakness aspect, our competitors only produce two types of patty burgers, namely beef and chicken, which has become too common for burger enthusiasts and they want a different taste of patty. This makes it easy for customers to feel bored and have limited options when they want to buy it. Furthermore, the way food is packaged is also easy to open and not sturdy to ensure the product is in its original condition after being produced. As a result, most customers who care about the appearance of food are very dissatisfied and ask to improve the way their food is packaged.

The third aspect is opportunity. As we have seen on our competitors, they have used some of the apps that customers often use to expand their business. Among them are Facebook, WhatsApp, Instagram and more. They do not have to spend a lot of money to promote their business and this method can be used anytime no matter where. In this case, the business can grow in a managed manner and be able to reach many customers because as we know today, people have never escaped from seeing entertainment applications as described earlier to entertain their hearts while being able to buy something they want.

Lastly, the threats from our competitors is that they have expanded their business from all over the country as the products produced have never disappointed many customers. The products produced are very delicious and must meet the tastes of local customers and the products look relaxed and simple to attract customers. However, their poor management style can also be a threat as it will show how the business organization is run.

2.0 BUSINESS PROPOSAL (BMC)

Burger Manjab

<p>Key Partners</p> <ol style="list-style-type: none"> 1-Community 2-Supplier of raw item. 3- Bun supplier 4- Dry ingredients supplier ✓ 5-Food preparation. 6-E-hailing 	<p>Key Activities</p> <ol style="list-style-type: none"> 1.Local marketing 2. Event marketing ✓ <p>Key Resources</p> <ol style="list-style-type: none"> 1. Branding ✓ 2. Banner 3. Business licenses (SSM) 	<p>Value Propositions</p> <ol style="list-style-type: none"> 1. Discounts on adding purchase ✓ 2. Buying online 	<p>Customer Relationships</p> <ol style="list-style-type: none"> 1. Personal assistance ✓ <p>Channels</p> <ol style="list-style-type: none"> 1. Facebook 2. Instagram ✓ 3. WhatsApp 	<p>Customer Segments</p> <ol style="list-style-type: none"> 1. School children 2. Teenagers 3. Adults ✓ 4. Older people
<p>Cost Structure</p> <ol style="list-style-type: none"> 1. Stall 2. Staff 3. Ingredients and suppliers ✓ 4. Branding and Advertising <p>Utility bills</p>		<p>Revenue Streams</p> <ol style="list-style-type: none"> 1. Food sale ✓ 2. Marketing 		

2.1 Customer Segments

Customer segments are segments for business activities where we get to know potential customers to buy our products and customers who are already buying our products. Burger Manjah is a food product that makes it easy for customers to buy directly or indirectly. In this customer segment, allows all customers from various groups regardless of children, teenagers, adults and even the elderly. Our product is suitable for all groups because it does not use careless ingredients and is guaranteed safe and halal to eat. In addition, our products are easily popular because of their immediate manufacture and do not have to make customers wait long to enjoy our burger products. Most of the children also really love our food products as we also have a variety of menus and there are menus that are suitable for children for them to enjoy.

In addition, our products can also be ordered to be used as birthday parties or informal occasions that require quick food to be prepared. We accept such orders to attract customers to buy more of our products. However, large bookings for events as stated must be booked at least 2 days in advance before the event takes place. This is to avoid irregular management in our business. Moreover, we also accept orders directly from customers. Therefore, we do not want direct orders and event bookings to overlap and cause management to be a mess.

Our products can also be enjoyed by non -Muslims as mentioned earlier. Our products are halal and customer-friendly products where our product has been a favourite of the people since long ago. In addition, our products have a wide variety of menus and have attractive names that can make customers feel interested in trying our products. Therefore, our products are very convenient for customers to buy and enjoy in a short period of time. It can also satisfy all customers because of its easy production and does not require much cost to buy it. All groups can also get our products because our products do not specify the groups that are allowed or not allowed in buying our burgers.

2.2 Value Propositions

Value proposition means a unique combination of products and services that offer good value to customers to attract them with our products. We prioritize the way our products are manufactured first then to food packaging. Making our burgers as described before, our patty burgers are homemade and use our own recipes as well. For the patty burger we will chop the meat and mix it with vegetables such as onions and finely sliced carrots to add sweetness to the patty burger. Our patty burgers not only consist of beef and chicken only, but we also manufacture fish and mutton burger patties to create a variety of flavors that can entice customers to buy. Having a wide variety of menus that we offer makes our business can grow well in the future.

Next, for the packaging, we use paper box packaging as used by fast food restaurants like McDonald's. This is because, this type of packaging is easier to use than using plastic packaging that can change the shape of our burgers. With that, our business has decided to use the paper box packaging to maintain the look and the taste of the products we produce. This packaging material also simplifies our management when we want to package our products. Customers are also very friendly using this package and give positive comments. The way we pack the products is very important, because we don't want customers to be disappointed with the service we provide. Therefore, we have selected the best packaging that can satisfy our customers.

In addition, product brands are also very important in promoting business products. Good product branding can attract customers to try new products. Burger Manjah has a very interesting name which has a deep meaning infused with love makes many customers attracted and want to buy the products. Moreover, our business names are very rare to find nowadays. Not only that, the background of this burger business has also attracted the interest of customers as this business is managed entirely by women.

In this modern age, buying online has also become a trend to the public. Therefore, our business has also submitted our products in online applications to delivery to customers who do not want to go out to buy food and provide good service to them. It has become a habit of people to buy online because of the business of work and not enough time to cook food as well. Our business also puts affordable prices and gives discounts to buyers if they buy in a large quantity. In this regard, we have made customers happy by giving discounts to reduce the purchase price of our products.

2.3 Channels

Every business needs a simple platform for them to communicate easily with customers. In this regard, we have agreed to use applications that are always used by the public to market our products in addition to being able to expand this business out there. We have used Facebook, WhatsApp and Instagram apps to ensure our customers can enjoy this product. In this way, not only the young can buy this product, but the elderly can do the same. This is so because, nowadays, we really need apps that connect with outsiders especially nowadays we have been hit by the Covid-19 virus which has prevented ourselves from meeting outsiders.

The app is capable of leading them to explore more modern ways to do things without contact such as buying stuff, learning online and discussing using this sophisticated app through group calls. With this application as well, it can facilitate the management of our business in taking customer orders as it does not require much energy and only manages it using the advanced technology. In this way, we can see customer information to delivery the product when the product is ready to be produced and customers can also leave their comment on this application through what they feel after buying our product. As a result, we are able to identify our weaknesses in the business and able to improve our business.

2.4 Customer Relationships

As for customer relationships, we have also provided an easy-to-find service to purchase food. Nowadays, there are some people who do not have time to cook either for family or themselves. As a result, they have adopted a more accessible way of ordering food online that were organized and fast management. In this case, we have used the GrabFood and Foodpanda applications to meet the needs of customers because these applications are food deliveries made according to the residential areas that are around the business. With this service, customers who live close to our business can buy our products easily without having to meet face to face and just place an order from the application. This method is more or less the same as Facebook and WhatsApp apps but this app is more friendly as customers can rate the food delivery and give more tips to the food delivery according to their attitude towards our customers. This way too, if a customer receives our product in an unmanageable condition, they can request to replace the product because their area is not far from our business. In this way, we can meet the needs of customers and also communicate well and improve our service to them.

2.5 Revenue Streams

The source of revenue for a firm is represented by revenue streams. In relation to Burger Manjah, the revenue is based on a fixed price, which is dependent on our product's features. This is when the buyer is charged at a different rate depending on the item that they would like. For example, our burger menu includes a range of options, such as the Bergembira Burger, which costs RM20. Furthermore, it can be related to online purchases, Customers who reside a long distance from our store can purchase it online with additional delivery fees, whilst customers who reside close to our outlet can just purchase it. Walk-ins are welcome, as is payment by cash on delivery (COD). ✓

For the cost-cutting measures that a corporation employs, Manjah Burger is a burger with a twist. will purchase the materials required in larger quantities in order to save money pricing, as well as some of the equipment We make it ourselves in order to save money the cost of manufacture. ✓

2.6 Key Activities

The essential actions listed below illustrate what the company must do in order for the business model to flourish. Burger Manjah's main goal in problem resolution is to assist people who have a yearning for quick food, such as Burger Manjah, in terms of providing them with satisfaction through our sanitary food service. This may be described as our product as a service that is suitable for all types of customers while also providing a solution to customers who dislike crowded places and have no time to make dinner when they return home. ✓

Production is also one of our most important activities. To make this business model work, we need to make sure that our manufacturing team is strong, and that our marketing team plays a significant role in producing the chosen program promoting the product until it catches the customers' attention. This is since a well-designed packaging leaves a positive impression. ✓

2.7 Key Resources

We provide the highest quality ingredients and a comfortable environment for our customers to ensure that they are satisfied while eating the dessert. Machines, equipment, and transportation are the most significant assets required to make the business model operate. Blenders, mixers, refrigerators, and transportation are all physical baking ovens. Financial To begin your firm, you will need to take out a loan from a bank. Human workers and managers who understand how to run a corporation. This company has the potential to be successful. We applied for commercial licenses from the Companies Commission of Malaysia (SSM) to verify that our business adheres to the government's policies, performance, and prospects. Keep track of your finances for tax purposes as well. ✓

Next will be marketing, which plays a vital part in running a business because strong marketing may raise a company's value, provide advice and encouragement to staff, and make new client acquisition easier. This can be explained by the fact that today's consumers prefer to buy products with because a brand is the total of people's perceptions of a company's customer service, reputation, advertising, and logo, all of which contribute to the consumer's awareness and interest in our product.. In addition, this also helps to spread positive word of mouth because they will tell their friends and family about their experience at our business. Our business is also located in town, which is conveniently located and easily accessible. Our company includes our culinary products and recipes, as well as a unique recipe, to attract customers to make it their beloved burger. ✓

2.8 Key Partnership

The relationship between our company and other parties that will aid in the success of our business strategy is referred to as important partners. These partnerships include those with our suppliers, manufacturers, and others. These collaborations will allow us to assist in regions where we are unable to do so on our own. Another house of raw items, a stall, and other items are among our relationships. Relationships with our own competitors are also critical in order to collaborate and continue to raise public awareness of the food business. Furthermore, we have collaborations with our investors, who have aided us ~~greatly~~ in our efforts to stay afloat in the food sector. In particular, we work with a few neighbourhood small business foundations to manage the activities that our community engages in. We also offer online music services, which will provide consumers with enjoyable and unique experiences as they wait for their food. Payment processors, which help us handle client payments, and raw item producers, who supply our raw item items, are also important partners for our business.

2.9 Cost Structure

Costs of labour, sales and marketing, development, and maintenance, ingredients costs for our food and beverages, kitchen equipment, and uniform for the outfit of staffs and bosses are all factors that will be incurred to our costs and expenses in our cost structure. The labor cost is the monthly payment that we must pay to our employees. To keep people aware of our brand and reach a larger target demographic, we require sales and marketing. Although it came with some charges, we were able to lower them by using an internet platform to lessen our financial load. Aside from that, the cost of printing the banner and brochure for promotion is included. Utility bills, such as water, renting, and electricity bills, as well as other equipment.



CONCLUSION

As conclusion, the purpose of Burger Manjah business model canvas is to comprehend the company process in the simplest and quickest way possible. Important components of a business model must be identified. Key partnerships, key activities, key resources, customer categories, value propositions, customer connections, channels, cost structure, and income streams are among the nine building elements of the business model canvas. The term "key partnership" refers to a third party in our organization who is willing to assist and collaborate with us in order to invest in this company. The major actions we undertake in this business to earn a profit are referred to as key activities. The key resources, on the other hand, are the most important resources in our organization, such as food and beverage materials, qualified employees, a strategic location, and so on. Following that, the customer segments include the public such as students or workers, as well as supermarkets that buy and sell our products to the general public. ✓

To add, one of our clients' value propositions is the service we provide to them that sets us apart from our rivals. In addition, we maintain good customer relationships to increase customer loyalty. The channel serves as a vehicle for disseminating corporate information and promotions, as well as providing excellent client delivery services. The cost structure refers to all expenses incurred, such as the cost of employing the proper staff, as well as sales and marketing. Finally, revenue streams refer to the money generated through our company's sales of food and drinks, as well as our YouTube channel. The Burger Manjah's used the business model canvas as a guide to develop the business strategy for the next plan and future adjustments. We can have an overall picture of the company process using the business model canvas, and it can be readily understood by the entire team and investors. If investors can easily comprehend the business process, their ✓ desire to invest in our business is more increase.

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APPENDICES



ONLINE DELIVERY MENU

RM 20 BERGEMBIRA BURGER THIS IS OUR SIGNATURE BURGER. BURGER BUN WITH CRISPY CHICKEN TENDER, CHEESE, ONION AND SECRET SAUCE.	RM 15 BURGERNET BURGER A REGULAR STREET BEEF BURGER WITH OUR SECRET SAUCE AND SALAD.	RM 22 BERDEGIL BURGER BURGER BUN WITH HOME MADE BEEF BURGER WITH EGG, ONION, SALAD, JAM AND SECRET SAUCE.
RM 21 BERGEJALA BURGER BURGER BUN WITH DEEP FRIED FISH WITH 8 SPICES AND COLESLAW AND TARTAR SAUCE.	RM 24 BERGENANG BURGER BURGER BUN WITH LAMB PATTY AND ONION, CHEESE, SALAD AND TZATKI SAUCE.	RM 10 BERGELIMPANGAN FRIES FRENCH FRIES DEEP FRIED TILL CRISPY AND SERVED WITH MAYO, CHILI AND CHEESE SAUCE.



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