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UNIVERSITI
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MARA

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BUSINESS MODEL CANVAS

-KOPI PING COMEL-

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

**FACULTY AND PROGRAMME : FACULTY OF TOURISM AND HOSPITALITY
MANAGEMENT / CULINARY ARTS MANAGEMENT (HM245)**

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EXECUTIVE SUMMARY

Consumer interest in the coffee shop industry is sweeping the country. Kopi Ping is in the perfect position to deliver this to the south of the Malay Peninsula. Kopi Ping will offer a welcoming, pleasant environment in which customers may enjoy high-quality food, service, and entertainment at a fair cost. Customers will have a variety of options at the coffee shop. Various types of coffee will be available including three signature drinks namely Cheers Americano, Latte Dernier and the special drinks that the recipe we brainstormed together is a Kopi Ping Comel speciality; ingredients that have in this coffee is a mix between coffee, chocolate and caramel. There are no juices or non-alcoholic beverages offered. ✓

The building's interior design will be focused on portraying a relaxing feeling. Different areas of Kopi Ping will be split. Tables and chairs will be present in some, while others will include enormous old stuffed couches and chairs, coffee tables, and book shelves brimming with books and magazines. The music and entertainment will be broadcast throughout the venue using a PA system. ✓

The three-mile radius surrounding Kopi Ping Comel is densely populated by young, upwardly mobile people with disposable income. A big number of upper middle class "Baby Boomers," who make up a large share of those who visit coffee shops, add to this. ✓

The drink prices will be reasonable and comparable to those of other coffee shops in the region. The price will be calculated by the proportion of the actual cost of the drink, as well as the going rate in the area. The drink will not only be competitively priced, but it will also be good, well-presented, and delivered in large portions in a relaxed environment. ✓

INTRODUCTION

Kopi Ping Comel was introduced in May 2021, by organization charts who have the Chief Executive Officer, Vice President finance, Vice President Marketing, Vice President Management and Vice President Human Resources by introducing Kopi Ping Comel as our brand to take coffee to a higher level. Chief Executive Officer, Ms. Saidatul Najihah launched the brand at Aeon Bukit Indah Johor Bahru store.

Business structure of this organization is using a partnership with five of us. Kopi Ping Comel will be our new beginning to make coffee great again and the brand will now features three signature drinks namely Cheers Americano, Latte Dernier and the special drinks that the recipe we brainstorming together is a Kopi Ping Comel speciality ingredients that have in this coffee is a mix between coffee, chocolate and caramel. This type of coffee often targets teenagers, women and men who are around 14-45 years old who love coffee because this coffee is a bit sweeter than other coffee, from three of our products only Americano is suitable for older people.

This organization was impressed by this Pandemic, even the store allowed to operate because of our café is one of the sectors allowed to operate as usual, but the point is we don't get any customers because no one is allowed to go out as they wish. Then we find a solution, the solution is we use a third- party such as Grab, Food Panda and Lala Move. This application is via online order. This idea makes our organization operate as usual with a lot of customers and we will not anymore lose our customers and profits.

Our coffee's strength is attracting more customers, which will result in increased sales at our coffee shop, and our well-trained baristas might also be a strength. Furthermore, maintaining excellent customer service so that consumers return frequently and take advantage of any special offers available on specific occasions. The possibility of creating a new coffee flavour and launching it in new areas would enhance company market share, as coffee demand is continuously increasing.

BUSINESS PROPOSAL

<p>Key Partners</p> <ul style="list-style-type: none"> • Coffee supplier • Suppliers of material • Local authorities and health ✓ 	<p>Key Activities</p> <ul style="list-style-type: none"> • Price • Innovation • Delivery ✓ 	<p>Value Proposition</p> <ul style="list-style-type: none"> • Fast and quality services. • Cozy places • Good music and environment ✓ • Strategic places • Social and private meeting venue 	<p>Customer Relationships</p> <p>Socialmedia community Communication: Rewards ✓ Personal approach</p>	<p>Customer Segments</p> <ul style="list-style-type: none"> • General attractions ✓ • Social venue and relaxing ambience
	<p>Key Resources</p> <ul style="list-style-type: none"> • Baristas • Employees • Capital • Brand ✓ • Facilities • Equipments 		<p>Channels</p> <p>Direct sales force Website Third- party (food panda, grab and lala move) ✓ Vlogger influencer</p>	
<p>Cost Structure</p> <ul style="list-style-type: none"> • Raw Material Coffee and others. • Cups, cups, plates, spoons, coffee machines, cash registers, and other shop preparation costs • Expenses for employees ✓ • Electricity, water, and gas • Upgrades and repairs to the shop • Renting a shop • Making merchandise • Marketing cost 		<p>Revenue Streams</p> <ul style="list-style-type: none"> • Service charge • Delivery charge ✓ • Product sales 		

CUSTOMER SEGMENTS

Our cafe does not use age specifications that can visit our cafe but the concept of our cafe is more appealing to teenagers, working people and even the elderly. Besides, usually our target is around the age of 14 to 45 years old yet age is not important for our cafe as everyone is entitled to comfort in our cafe with the variety of coffees we serve. Meanwhile, we also serve a very good aromatic coffee to attract not only the teenagers but also the elderly who commonly cannot live without coffee or known as coffee lover and coffee addict. The concept of this cafe itself is also very cozy and attractive. This is because of the aroma of the coffee that has been brewed along with good cafe music that are very suitable for people to do their work or just enjoying their lazy day or even can do a private meeting because the environment is not too loud and very cozy. In addition, the way we attract people to come to our cafe is we always have to have at least one picture or video to post on our official Instagram account. This is because nowadays, the use of social media is more higher than before everything that new and eye catching is always comes from social media especially people nowadays has this trend that they go cafe or food haunting with their friend which they are going to several cafe to feel and taste the food with different environment that had been experienced.

VALUE PROPOSITIONS

There are several reasons why our customers often visit our cafe. Among them is that the coffee we sell is fresh coffee and is brewed daily before sale to maintain the quality of the coffee we provide even though we only serve a small menu for our coffee. This aims to make it easier for customers to remember their orders and always come to our cafe to order the coffee they like. In addition, our cafe is often visited because the cafe atmosphere is more comfortable and suitable for work and can also be used for private meetings. The accompaniment of music in our cafe is very comfortable to hear with the smell of coffee aroma that is very stress relieving. Kopi Ping Comel Cafe is located at Aeon Bukit Indah Johor Bahru which is a very strategic place to go and easy to find. Our cafe also gives a very fast and quality service for our customer which is we have 2 coffee machines to brew coffee. This prevents our customers from waiting too long so that is why our customers love to visit our shop because we are giving very cozy places and also fast service.

CHANNELS

The type of channel that had been used for Kopi Ping Comel Cafe is direct sales. This is because direct sales gives many advantages to the Cafe such as for the delivery of value proposals which the company can directly interact with customers so that they can directly evaluate the value proportions that they create. We also wish to publish a blog article on coffee. Again, coffee aficionados are more inclined to read coffee-related information. Then Kopi Ping Comel Cafe may give them a taste of coffee to entice them. Other than that, we also use the service of social media influencers and content creators which we reach out to those who are performing food and beverages reviews as their job, and utilize them to promote the content on high-end coffee. This is because nowadays, people are reaching out and finding out something new from the social media especially when the products are using influencers as their partnership of marketing so it shows that the products are tested and recommended.

CUSTOMER RELATIONSHIPS

Kopi Ping Comel builds Customer relationships with direct communication, through the community, through social media such as Instagram, Twitter, websites, youtube and also by phone, whats-app, email and sms. Kopi Ping Comel Cafe also creates a loyalty card or membership application which is the reason for this card is to express our thanks and admiration for being our faithful customers. In addition, our clients may receive a number of benefits from the loyalty card or membership that we have given to them, such as if they buy one drink they will get one free drink only when they purchase our drinks on a regular basis. This is because when people feel valued and rewarded, they are more likely to trust our goods. Other than that, by remembering things such as a client's favourite flavours or their names may mean a lot it not only makes the customer feel appreciated, but it also guarantees that the customer feels valued, recognised, and understood. Therefore, we called this method a personal approach.

REVENUE STREAMS

Revenue streams are described in a business model canvas as a profitability of the company after deducting costs from revenue produced by each customer segment. In particular with respect, we have income sources such as service charges, delivery charges, and product sales.

First and foremost, the service charge is the payment we have collected from customers to pay for services linked to either the products or services we have acquired. During the transaction, the service fee will be charged. Our cafe will use the service charge earned to pay the process costs for the production of our products and also administrative management.



Furthermore, one of our revenue streams is also the delivery charges. When our customers purchase a product online, they will be charged a delivery fee. The original price of the purchased products, as well as the delivery fee, will be included. We have signed up with Food Panda Delivery Service to deliver the coffee right to the customer's doorstep. As a consequence, the delivery cost received from our customers will be utilized to pay the Food Panda's commission fee. To ensure that we are not overcharging our customers, the delivery fee will be charged at a reasonable price.


Finally, the revenue streams of the Kopi Ping Comel Cafe would include product sales. We will make sales to our customers, especially during our cafe's anniversary celebration, during public and as well as festive holidays like Hari Raya, Christmas, Deepavali and so on. As a consequence, all product sales obtained from customers throughout that year will be gathered as our budget in order to keep the cafe running and pay for its requirements.



KEY ACTIVITIES

The importance of key activities in a business is that they reflect what the company must accomplish in order to succeed. Each of the activities listed in the business canvas might be either producing a product or providing a service, or a combination of the two. Besides that, key activities in a company are necessary to create and provide a value proposition, access markets, maintain customer connections, and generate more income.

One of the most important things our company does is keep the price of coffee stable and ensure that it is reasonable and cheap for our customers to buy. The reason is that pricing is one of the key options a customer considers before a they purchases a product. One of the challenges in maintaining a reasonable price for customers would be the rising cost of the ingredients used in the beverages.

Furthermore, one of our company's main activities is to learn new recipes  and techniques in order to make a variety of coffee drinks while also delivering high-quality products. Some customers may prefer other beverages with different flavors, thus one sort of drink may not appeal to them. Customers might want new flavors if they were offered. For instance, Tea Live, provides a variety of flavors on its menu, including Fruit Tea, Smoothies, and Sparkling Juice.

Other than offering beverage services, we also make a delivery order especially for individuals that are unable to visit the café. To be more specific, customers can look for the menus on our cafe's social media platforms, which including Instagram and Facebook. Afterwards, Customers may then simply purchase by finding for our cafe's name on the Food Panda delivery service apps, making their orders, and paying using a few method, includes cash on delivery and card payment. As more than just a result, Kopi Ping Comel Café makes each effort to guarantee that every customer has a pleasant coffee experience with the assistance of fast and excellent delivery service by Food Panda.



KEY RESOURCES

In running a Kopi Ping Comel cafe, key resources are the one important element in ensuring the business runs smoothly. These resources enable business entities to build and offer value propositions, target the market to customer segments and also to earn revenue. These key resources have various forms such as physical, financial, intellectual resources and human resources.

In terms of physical form, the shop building is very important for running Kopi Ping Comel business. After that, kitchen equipment also needs to be provided to ensure that every work done will be easy with the availability of kitchen equipment. Our Kopi Ping Comel[✓] cafe also provide this point-of sale (POS) system is to make easily record the price or scan the barcode of the item that the customer wants to buy, calculate the amount owned by the customer, offer payment options to customers, receive payments from customers and also provide receipts for customers. The system we provide is to assist the Kopi Ping Comel cafe in completing sales transactions. In terms of financial resources, we as an owner issued capital to run this Kopi Ping Comel business. Credit from suppliers is also one of the financial sources in running our business.

In terms of intellectual resources, we also provide a form of patent, copyright and brand for our business by naming our cafe as Kopi Ping Comel. This is to ensure that the copyright of our cafe is our own. With our own brand it is very easy to be recognized by the public because it will not be the same as others. In terms of human resources, we provide employees for each division such as manager, counter attendants, beverage makers, kitchen utensils cleaners, baristas and also waiters to take customer orders. All this is to ensure that each task can be carried out smoothly.

KEY PARTNERSHIPS

Key partnerships are a network of suppliers and also a record of partners in the business conducted. There are four key partnerships : strategic alliances between business entities that are not competitors to each other, strategic collaborations between competitors, joint ventures to build new businesses and the last is the relationship between buyers and suppliers to ensure back-to-back adequacy.

In this Kopi Ping Comel cafe, we make suppliers as our partners. This is to make business easier because our cafe needs to supply coffee drinks. We also have some suppliers of material like preparation of tools for making coffee, waste plastic and others. We also have local authorities and health as our partnership so we can make sure our cafe is clean of all kinds of impurities so that we can reduce risk. This is also to make sure all the activities done by Kopi Ping Comel cafe run smoothly without any problems.

In addition, it is able to optimize the economy of our ongoing cafe business. Like which is originally our partner as a customer and supplier. Which is, we also get coffee powder to make coffee drinks. If there is a shortage of raw materials to make coffee, we will use coffee powder to make the coffee drink desired by the customer. But we also make our coffee drinks on our own so that we will not lose the taste of coffee in the drinks we make, because we know coffee drinks are a favorite of many people. This can simplify our cafe business because with these partnerships we can get cheaper prices in buying raw materials because we can buy coffee products in bulk and to make sure all activities run well.

COST STRUCTURE

After we have figured out how to use each of the components or building blocks in the Business Model Canvas. To help us grasp it better, we'll use the business of Kopi Ping coffee shop as an example. We hope to gain from the benefits of this business as well, given the growing need for a nice coffee shop and a comfortable setting, but first we must look at the business strategy of the Kopi Ping. ✓

Many new entrepreneurs do not properly evaluate the costs of their businesses instead, they just compute income, then the cost of raw materials for daily operations, leaving the entrepreneur perplexed as to why their business appears to be busy but is not profitable.

The business model's cost structure Kopi Ping is a value-driven or motivated value company that focuses on optimising value generation vs production costs. This may be seen in the company's efforts to design and offer the highest quality steeping coffee results.

The fee structure for the Kopi Ping coffee shop is as follows:

1. Raw Material Coffee and others.
 2. Cups, cups, plates, spoons, coffee machines, cash registers, and other shop preparation costs
 3. Expenses for employees
 4. Other expenses include electricity, water, and gas
 5. The cost of upgrades and repairs to the shop
 6. The cost of renting a shop
 7. The cost of making merchandise
 8. Marketing cost
- ✓

CONCLUSION

Every company achievement demonstrates how far branding and valuable service delivery can go in affecting more than just slapping one's emblem on a billboard. It had cultivated influential personas by turning their retailing idea into a bug and spreading it throughout society through a variety of routes, including culture financing, political debate, consumer awareness, and brand expansion.

Good and useful strategies are important for a company. Moreover, businesses that sell food. This is because the food selling business is one of the most run businesses today. The business of selling food is very important because it is a basic necessity that is necessary for everyone. but there are also food businesses that are not well received because there are some shortcomings and do not suit the tastes of various people.

As a result, scholars argue that entrepreneurship is critical for a country's economic growth and progress. The creation of a variety of products and services can boost revenue while also expanding work prospects. Innovation is a critical component of economic growth since it allows businesses to develop new products or services while simultaneously lowering losses.

In conclusion, every business must be implemented using various effective strategies to maintain a good business. However, all shortcomings should always be improved from time to time to prevent customers being no longer interested in our sales while every advantage should also be constantly improved so as not to be too comfortable with temporary success because everyone has their own interests and views.

APPENDICES





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Assignment/
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Assignment/
Project Title : BUSINESS MODAL CANVAS

Lecturer's Name : DR. NOR ZAWANI MAMAT @ IBRAHIM

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Student's Signature

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BMC GROUP ASSIGNMENT 1

ORIGINALITY REPORT

9%	4%	2%	8%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to University of Salford Student Paper	1%
2	Submitted to National Economics University Student Paper	1%
3	Submitted to The London College UCK Student Paper	1%
4	Submitted to International College of Hotel Management Student Paper	1%
5	Submitted to Anglia Ruskin University Student Paper	1%
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7	www.researchgate.net Internet Source	1%
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