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**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS**

**PROGRAMME : B.SC. (HONS.) IN CULINARY ARTS MANAGEMENT**

**GROUP : HM245 3B1/3B2**

**COMPANY NAME : BOW AND ARROW CAFÉ**

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## EXECUTIVE SUMMARY

Nowadays, theme café is a type of café that uses theming to attract diners by creating a memorable experience. A cafe designed around a particular sport, era, style of music, or entertainment industry personality. Bow and Arrow Café is a combination of café and archery field. This business is to create new theme with the concept of café. As there is not yet an archery café opened in Malaysia, we want to be the first one to do so. Our company is located at Miri, Sarawak. Customer will play archery outside and enjoy their food inside the café. There will be two side of field which are adult archery field with kid archery field. The target market of Bow and Arrow Café are public. Parents with their kids, couples and a group of friends can all come to the Bow and Arrow Café to try archery. We also have qualified and well knowledge instructors that can teach customers that are new to archery world. This will increase customer's satisfaction when visiting our archery café. Bow and Arrow Café's mission is to be the best archery café in Malaysia and to expand the business to all states in Malaysia. In order to achieve the mission, we will work together in giving full efforts to operate the business effectively and successfully. We also want to be the first recommendations for archery cafe to customers. We also want to cooperate with other organizations like educational institutions so that archery can become one of curriculum activities for students. Moreover, we want to maintain our uniqueness and differentiate from other competitors to attract the customers and maintain their loyalty toward us.

## 1.0 INTRODUCTION

### 1.1 Business background



Figure 1: Bow and Arrow Café's logo

Name of Company	Bow and Arrow Café
Nature of Business	Sole proprietorship
Industry Profile	Archery Café
Location of the Business	Bow and Arrow Café No. 32B, Jalan Lutong, 98000 Miri, Sarawak.
Date of Business Commencement	15 <sup>th</sup> March 2021
Date of Registration	1 <sup>st</sup> April 2021
Factors in Selecting the Proposed Business	Less archery field at Miri To create new theme archery and café
Future Prospect of the Business	To expand our business throughout Malaysia To be the best archery place that has café in it

Table 1: Company Information of Bow and Arrow Café

**Descriptions:**

Bow and Arrow Café is the combination of café and archery field. This business is to create new theme with the concept of café. The reason why we choose this business is that because there are not many places for people to play archery. With the concept café, people can order food and beverages while they play archery. Our company is located at Miri, Sarawak. The design of the café and archery field is in one building. Customer will play archery outside and enjoy their food inside the café. There will be two side of field which are adult archery field ✓ with kid archery field.

The target market of Bow and Arrow Café are public. Archery can be play by both kids and adults. So, parents can bring their children along and play archery. After tired playing, they can bring their children to grab food and beverages at the café which is pretty favorable for the kid as they tend to easily get tired after playing. We provide food that is suitable for kids and adults. ✓

Bow and Arrow Café currently only has 6 staff at the moment. We are quite lack staff as the business is still new and we hope to scout more staff in the future.

## 1.2 Problem statement

### i. Lack of staff

We are currently lacking in manpower. the staff will do two works at the same time. For example, A is the one who is handling the registration and money flow of the café, but at the same time she will need to handle the order from customer. We will need to hire more staff in the future so that the workflow will be smooth.

### ii. Safety cautious

As been stated before, children also can play archery. Sometimes children get very playful that they will play with the bow themselves without the parents guiding. In order to prevent this from happening, we locate a staff to be in charge of the kid's archery field.

### iii. Marketing and advertising cost

We are still new to the business, so we are quite lack in the marketing promotion. People also might not aware about our café. In order to be known by the public, we will need to do more marketing promotion and advertising on social media. People nowadays focus more on social media.

### 1.3 SWOT Analysis between two competitors

#### Arrow Factory

<p>Strengths:</p> <ul style="list-style-type: none"> <li>▪ Offer protection for the arm, finger, and torso</li> <li>▪ Have well-trained instructors</li> </ul>	<p>Weaknesses:</p> <ul style="list-style-type: none"> <li>▪ Only open on weekdays</li> <li>▪ Need to make booking at least 1 day in advance</li> </ul>
<p>Opportunities:</p> <ul style="list-style-type: none"> <li>▪ Potential to franchise to other country</li> <li>▪ Has loyal customers that can bring more customers</li> </ul>	<p>Threats:</p> <ul style="list-style-type: none"> <li>▪ The price for doing the archery is the same for all competitors</li> <li>▪ Cost of training of employee</li> </ul>

Table 2: SWOT Analysis of Arrow Factory

#### Giant Archery

<p>Strengths:</p> <ul style="list-style-type: none"> <li>▪ The café serves delicious drinks and food</li> <li>▪ Excellent personalized customer services</li> </ul>	<p>Weaknesses:</p> <ul style="list-style-type: none"> <li>▪ Not popular as much as their competitor is</li> <li>▪ Only have one branch</li> <li>▪ Not the only brand than opened archery café at Hongdae</li> </ul>
<p>Opportunities:</p> <ul style="list-style-type: none"> <li>▪ Able to expand the operation and open new branches</li> <li>▪ To have more instructors</li> </ul>	<p>Threats:</p> <ul style="list-style-type: none"> <li>▪ The price for doing the archery is the same for all competitors</li> <li>▪ Competitor brand is a well-known archery café</li> </ul>

Table 3: SWOT Analysis of Giant Archery

The SWOT Analysis of competitors are important to help us identify what their strength and weaknesses so that we can make improvement on our business company and avoid making the same mistakes. So far, there are many archeries studio in Malaysia but there is still no archery café. There are many archeries studio but there is not yet any business that want to try new challenges by opening a combination of café and archery studio, store, or archery range. Therefore, we choose a country that have a lot of archery café to do research on the SWOT analysis which is Korea. Archery is a very popular sport in South Korea. Since 1884, Korea won at least one gold medal at every Olympics. They won 39 medals in total, 23 were golden ones. In Rio, in 2016, Korea won gold in both individuals and team category. The two competitors that we choose to do research on the SWOT Analysis is Arrow Factory and Giant Archery. These two competitors were located at the same location, which is Hongdae, Korea. From the SWOT Analysis that we have research, Arrow Factory's strength is they offers protections for their customer to try arching. They also have well-trained instructors that can help newcomers that want to try archery. Meanwhile, Giant Archery's strength is their delicious drinks and food serve in café section. These helped us to keep improve on what we have lack. However, the weaknesses of Arrow Factory are customers need to make a reservation or booking at least a day in advance and they only opened on weekdays. For Giant Archery, the weakness is they are not popular as Arrow Factory. Arrow Factory is a well-known archery café at Korea, and they have many other branches aside from Hongdae. However, as the price for the archery service is the same for both brands which are 10,000 won for thirty arrows or 15,000 won for an hour, customers can randomly choose whichever archery café they prefer. From this SWOT Analysis between two competitors, we can improve a lot of things and make a better plan when we opened our archery café.

## 1.4 Opportunity recognition

### i. The cafe that provides archery place.

None of us has ever tried archery before and this was a great place to give it a try. Of course, if you want to find something different to hang out in the cafe you want to visit, you can try it yourself to visit this archery cafe. Not only that, customers can drink or eat at the cafe, but also customers can try to play this archery equipment themselves. In addition, it can give you the opportunity to enjoy this way of archery. Because it will provide a very fun and not scary archery experience for those who want to try. Also, they do not think that the price to come to this cafe is expensive because we provide a very reasonable price and also provide fun activities to do with family members or friends. Next, this archery place also has all equipment, and we also have employees who will teach and give you guidance on how to archery.

### ii. Good communication with customers.

Maintaining good communication and demeanour, calm and always serve customers well, they will consider you a person who is easy to approach and easy to ask about your cafe. With that, customers will enjoy the experience because of the great place and great staff. That, with the staff who are friendly and always attentive and help correct your attitude and technique it will be able to delight customers to come again to your cafe. Next, by behaving and treating them well, they will invite and tell friends that others to come to your cafe. Moreover, it can also increase the sales of your cafe and develop relationships with customers.

### iii. Ask for opinions or feedback from customers.

The right food and beverage menu are the main thing to consider if we want to keep it to come to our cafe. In addition, we must also make a study of the current preferences of customers and their tastes towards food and beverages. Next, we can also ask for some feedback from customers in person to find out what their comments are about the taste of food and drinks from this cafe from customers who come to this archery place. Also, ask their opinion about our cafe that provides this archery place. Customers can also share their opinions and preferences about the Cafe services we provide from any of our social sites and media platforms.



**iv. Use online platforms to attract customers and also for marketing strategies.**

Nowadays, the best way to attract customers to continue visiting a place is by using online platforms such as social media such as Facebook, Instagram, Twitter and even websites to provide and disseminate information about our services to others. Moreover, in this way, it will be able to help us increase the recognition and awareness of our brand so that people will know what services we offer to people especially from the local community.

## 1.5 Purpose of business model canvas preparation

The Business Model Canvas (BMC) is essential for strategic and entrepreneurial management in a company. In addition, it allows us to describe, plan, challenge, create, and rotate our business model. Next, the Business Model Canvas breaks the model in our business into segments that are easy for us to understand. Key partners, key activities, key resources, value proposition, customer relationships, channels, customer segments, cost structure and finally revenue streams.

Next, by digging into the elements in the company, we can identify and act on areas that can be improved. Also, it can show a good and clear path for us to build innovation and organizational strategies. In addition, it can also gain a better understanding for us about the business rather than continuing to hurt us. This will also be able to help us in conveying a goal to our entire team and also, help convey to the customers why they need to do business with our company. Moreover, this can also help us to draw attention to whatever we do with our business and how it will continue to succeed until the future.

In addition, this business model canvas can also help us to have a general view of this business model so that we can coordinate it with other internal stakeholders for new projects. As such, internal stakeholders and investors are among the key partnerships that will help us optimize business operations and reduce business model risk. In addition, with this business model canvas, we can also provide a foundation and also generate more ideas to plan further strategies and what needs to be changed for the future. In addition, this will help us to further grow our business and continue to front. Moreover, the business model canvas also has the simplest design and is easy to understand by all team members and investors. Thus, we also use the business model canvas to get loans from banks for example loans for capital and many more.

## 2.0 BUSINESS PROPOSAL

### 2.1 Business Model Canvas (BMC)

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENT
<ul style="list-style-type: none"> <li>Investors</li> <li>Safety Insurance</li> <li>Food Supplier ✓</li> </ul>	<ul style="list-style-type: none"> <li>Table service</li> <li>Great customers services</li> <li>High quality ingredients for food</li> <li>Playing archery ✓</li> <li>Free wi-fi</li> </ul>	<ul style="list-style-type: none"> <li>Atmosphere</li> <li>Unique taste of food</li> <li>Special space for people who want to Participate in archery activities ✓</li> <li>Walk In Café</li> <li>Affordable price for all</li> <li>Strategics locations</li> </ul>	<ul style="list-style-type: none"> <li>Membership card</li> <li>Friendly staff</li> <li>Together like family</li> <li>Feedback's form</li> <li>Responsive to the issue ✓</li> </ul>	<ul style="list-style-type: none"> <li>Archery lovers</li> <li>People who want to relax with their friends while playing archery ✓</li> <li>Local communities</li> </ul>
	<p><b>KEY RESOURCES</b> ✓</p> <ul style="list-style-type: none"> <li>Qualified and knowledgeable employee</li> <li>Good management</li> <li>Great services</li> <li>Attractive café concept</li> <li>Furniture</li> <li>Equipment Inventory</li> </ul>		<p><b>CHANNELS</b> ✓</p> <ul style="list-style-type: none"> <li>Instagram</li> <li>Facebook</li> <li>Twitter</li> <li>Flyers</li> <li>Website</li> </ul>	
<p><b>COST STRUCTURE</b></p> <ul style="list-style-type: none"> <li>Staff salaries</li> <li>Development and maintenance ✓</li> <li>Ingredient's cost</li> <li>Kitchen equipment</li> <li>Uniform cost</li> <li>Archery maintenance</li> </ul>			<p><b>REVENUE STREAMS</b></p> <ul style="list-style-type: none"> <li>Sales of meal and beverages</li> <li>Delivery cost</li> <li>Cash, credit and loyalty cards ✓</li> </ul>	

Table 4: Business Model Canvas of Bow and Arrow Cafe

## 2.2 Details of Business Model Canvas

### Customer Segment

Customer segment is very important in doing any business. This is because the customer segment is the one that will buy the products and the services. For this business we are targeting archery lovers, people who want to relax with their friends while playing archery and local communities.

### Value Proposition

In the context of value propositions, we make it different from other competitors. We ensure the services and the products that we provide has high quality that cannot be competed. Especially for archery services. These services are so rare and rarely business for make an archery in café. So, we will make sure our archery concept can attract more customers to come. If you don't know how to play the archery, do not be worried because we also provide an employee who will teach you and give you guidance on how to play. In addition, our food and beverages also have unique taste and different from other competitors.

### Channels

For the promotions and advertising, we used various online platform to deliver the information to the customers such as social media (Instagram, Facebook, Twitter, Website), we also give Flyers to the local communities. We choose social media and flyers is because people now days always play with their social media, and we think that is the good opportunity to attract people to come to our unique café. Also, we can always update everything about our café at social media. As example, if our café is closed, we can post at our social media so they can alert about that.

### Customers Relationship

In the context of customers relationship, it will show how we interact with the customers and create a bonding with them. A strong relationship with customers is important to ensure the business run smoothly. The earnings of café also from customers relationship if customers happy with your services they will come often to your café.

### **Revenue Stream**

The revenue streams for this business are the business itself. We can earn revenue from sales that we made from selling our food and beverages and selling our services. The sales from the café we can use to support any additional charges.

### **Key Activities**

Our main concept is to give a best service to our customers. We are providing best table service, great customer services, high quality ingredients for food, playing archery and free wi-fi. We are trying to produce any kind of activities that customers want to make sure they will be happy with our services.

### **Key Resources**

The key resources of our company are a qualified and knowledgeable employee, we treat them like a family member because without them this café cannot operate smoothly well and succeed. We also have a good management, great services. We also design our café to look attractive, so that will attract more customer to come and feel the environment by self. We also put with the best quality of furniture at our café.

### **Key Partner**

The key partner is the relationship between our business and the other parties that will help our business run smoothly. These include our relationship with the suppliers, investor, manufacturer and more. The investors had helped our business in supporting us to continue with our archery concept. We are also partnership with safety insurance, to prepare the worse.

### **Cost Structure**

The cost structure refers to all our expenses incurred while our café is operating. This is the final step in BMC, and it is important to help us to decide whether to proceed the operating or not. The elements that include in our cost structure is staff salaries, development, and maintenance, ingredient's cost, kitchen equipment, uniform cost,

and archery maintenance. We need the sales and marketing keep aware about our brand and concept and make sure to reach more target market.

## CONCLUSION

Bow and Arrow Cafe has provided a business model canvas for us to understand the business process in the easiest way and in the shortest time. Also, this is important because for us to identify the main components that are in this business model. In addition, the business model canvas also consists of 9 building blocks covering key partnerships, key activities, key resources, customer segments, value proposition, customer relationships, channels, cost structure and lastly revenue streams.

Primary partnership refers to third parties in our company who are willing to help and cooperate with us to invest in our business company, for example, suppliers of food and beverage materials, archery items, and other equipment. Primary activity refers to activities the main resources we do in our business to generate profits such as archery, food and even beverages. Furthermore, the other major resources are the important resources in our business such as food ingredients, beverages, employees and even strategic places or locations and attract.

Next, our customer segment consists of those who are interested in the sport of archery and love the sport which consists of adults and children. Next, we also have a strong customer relationship with customers to increase loyalty to them. In addition, with the presence of customer relationships, it can convey our Cafe business and promotional information including providing good service to all customers. Moreover, it is a cost structure that refers to all payment costs including labour costs, kitchen equipment, archery items and raw materials for sales purposes and marketing. Revenue flow is also the income for our business company derived from the proceeds of food and beverage sales.

The business model canvas has helped Bow and Arrow Cafe as a guideline for planning business strategies for plans and changes in running the enterprise. Also, based on this business model canvas, we can get an overview of the business process as a whole and it is easy to understand easily by the whole team as well as the investors. If investors are easy to understand, then the business process and the likelihood that they also have the desire to invest in our company is high.

In addition, we will also make sure to use full effort and do our best to ensure that our business can operate well and successfully. Also, we will make sure our Cafe makes this the most attractive place with the presence of this archery place. We will also identify our weaknesses and strengths to continue to improve the existing shortcomings and grow our business successfully. Also, our business is not so big in comparison with other cafes, but we

have a great desire to make our Cafe the most successful and interesting Cafe with the presence of this archery activity in our Cafe.



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## APPENDICES



Figure 2: Archery field outside the café (during the day)



Figure 3: Archery field outside the café (at night)



Figure 4: Archery field for adults



Figure 5: Archery field for kids





Figure 6: Interior design of café