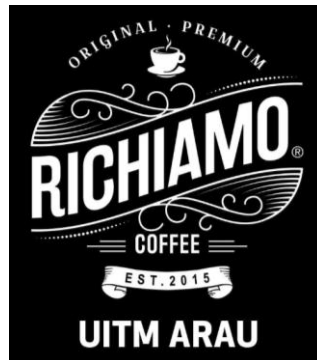




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UNIVERSITI
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MALAYSIA



CASE STUDY: COMPANY ANALYSIS

RICHIAMO COFFEE UITM ARAU

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : CASE STUDY

FACULTY & PROGRAMME

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EXECUTIVE SUMMARY

Coffee is one of the world's most famous beverages. For those who are coffee lovers, there are a few coffee shops that have many flavors for those who are interested. Now, there are many well-known brands in the market that produce coffee shops. Therefore, we are undertaking a case study on Richiamo Coffee, a firm in the food and beverage industry, and through it, we also want to learn more about the Business Model Canvas (BMC).

In March 2021, Richiamo Coffee opened a new branch at UiTM Arau, Perlis and received a good response from the public such as students, staff, and others. Besides, Richiamo is also known for its delicious food and drinks, especially caffeinated drinks. All coffee shops in Malaysia have a mission and vision as well as Richiamo Coffee which has a good mission and vision to become famous in the eyes of the public and also to achieve goals by having a strong strategy. The business model canvas shows the customer segment of Richiamo Coffee is mainly university students who are coffee lovers and value quality coffee and an inviting atmosphere. Richiamo Coffee offers a wide variety of drinks, including traditional espresso-based drinks, cold brews, iced coffees and custom combinations because they provide the premium coffee beans that were imported from Italy. They sell coffee and tea including a variety of quality food and pastries and advertises their promotion through Facebook and Instagram by posting the feeds.

Richiamo coffee has a problem especially in making coffee which is that each branch has a different coffee taste. Richiamo Coffee is also lacking in marketing to promote coffee and it will make it difficult for Richiamo to get new customers and to become one of the famous coffee shops in Perlis. To cope with these issue, Richiamo Coffee can make improvement by Standardize the Taste by create a SOP in making their products. Second, improve employees skills because different skills among employes will effect the taste of the drinks especially coffee. Offer a wide space also important because a large space can attract more customer to come especially students or career people for doing their business. Lastly, they need to improve marketing strategy by collaborate with famous influencer or else.

After going through to the discussion, we came out to create our own company. We decided to set a coffee shop that offer decaffeinated drinks to our customer. We believe that decaffeinated options are becoming more popular among coffee drinkers, health-conscious consumers, and those people who prefer to consume less caffeine. We also give option for customer to select their cup sizes, including standard, and large cups. As a final alternative to traditional plastic straws, we decided to use rice straw to make it more environmental friendly.

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Principle of Entrepreneurship (ENT530) is one of the elective studies required by most UiTM students pursuing a Bachelor's degree. Entrepreneurship education is a structured program that provides students with entrepreneurial information and abilities such as understanding customer insights, market demands, and company prospects. It entails creating ideas, networking skills, formulating and implementing business plans, managing the business, and evaluating the business climate. This course is also designed to be studied by doing, with the basics of the entrepreneurial process such as value creation, opportunity recognition, and gathering people and resources being seeded.

In this course, students will be required to conduct a case study for any organization or small company. Students are obliged to conduct interviews with any corporation or business in order to learn about the challenge that they encountered. As a result, students will be able to analyze the problem and seek a solution. It must be overcome. It will be able to teach students about how a business or company works and operates. In this case, we are conducting a case study on Richiamo coffee, the food and beverage industry and through this case study, we also want to study about Business Model Canvas (BMC) of the company which is a strategic management and lean start up template for developing new or documenting existing business models.

Learning entrepreneurship will benefit everyone, especially students because it encourages people to cultivate abilities for being entrepreneurs and to always think beyond the box. It will also provide opportunities, instill confidence, improve the economy, and assure social fairness. Furthermore, entrepreneurship education is going to provide entrepreneurs with skills and knowledge to come up with business plans or create new business. It will teach them to learn about most core areas in business such as finance, marketing, management and accounting. Many qualities are required to be an entrepreneur, including leadership, communication and listening, critical thinking, creativity, confidence, perseverance, and many others.

1.2 PURPOSE OF STUDY

Case studies are a tried and tested technique. A case study's general objective is to explain an individual scenario, such as a person, business, organization, or institution. A case study is required in this context to identify the challenge or difficulty faced by the organization or the client. As a result, case studies are used to explore business challenges and circumstances and to propose and recommend solutions based on analysis and theory. In some cases, businesses are already giving answers to their own problems; consequently, case studies can describe the company's remedy.

Next, case studies are used to better comprehend specific events, such as determining what happened and why, by summarizing characteristics of the situation and analyzing it in terms of theoretical categories. Aside from that, case studies might demonstrate the measurable benefits obtained from using the company's service or product. Case studies are similar to providing a detailed tale about the company and how it will be able to bring the product to reality. The case study is a good technique to demonstrate the product and assist clients in understanding how and why the items are used. It will be able to demonstrate how the product has been applied in a way that truly benefits the readers, who are the customers themselves.

Finally, case studies benefit both customers and the organization. It will be able to illustrate how the product was successfully employed. Case studies are another method for demonstrating effectiveness. It demonstrates that a corporation can achieve what it can achieve based on real results and genuine tales revealed in the case study, rather than just theory. It will be able to increase the company's credibility. It also demonstrates that the company's product is trustworthy based on the evidence provided. Not to mention, case studies are frequently utilized in exploratory research, which can aid in the generation of new ideas for both parties.

2.0 COMPANY INFORMATION

2.1 BACKGROUND

Richiamo Coffee Arau is a wholly Bumiputera- owned company that was located in Lot 19 & 20, Anjung Siswa, UiTM Perlis, Arau,Perlis . Richiamo Coffee is owned and operated by Richiamo Coffee Sdn. Bhd. This business started about 2 years ago which will start to be operated on March 1, 2021 in Arau. Richiamo is known as a coffee shop that serves authentic and excellent coffee as well as delectable fast gourmet meals. The Company is guided by its firm belief in assuring consistent supply of quality products and offering great service to its clients, and is led by a devoted team to realize the organizational Vision and Mission on a continuing basis.

- Mission : To position ourselves as a premier coffee shop chain with a global presence.
- Vision : To continuously grow through innovation and dedication to excellence. Richiamo Coffee is committed to always deliver a premium cafe experience.

Richiamo Coffee's philosophy can be summed up in three words: product, service, and atmosphere. At Richiamo Coffee, we strive to provide our customers with a one-of-a-kind experience with every sip of coffee or bite of snack. Customers are made to feel at ease as if they were sitting at home in their living room, surrounded by a cozy ambiance and served by our courteous team.

2.2 ORGANIZATIONAL CHART

RICHIAMO COFFEE

ORGANIZATIONAL STRUCTURE

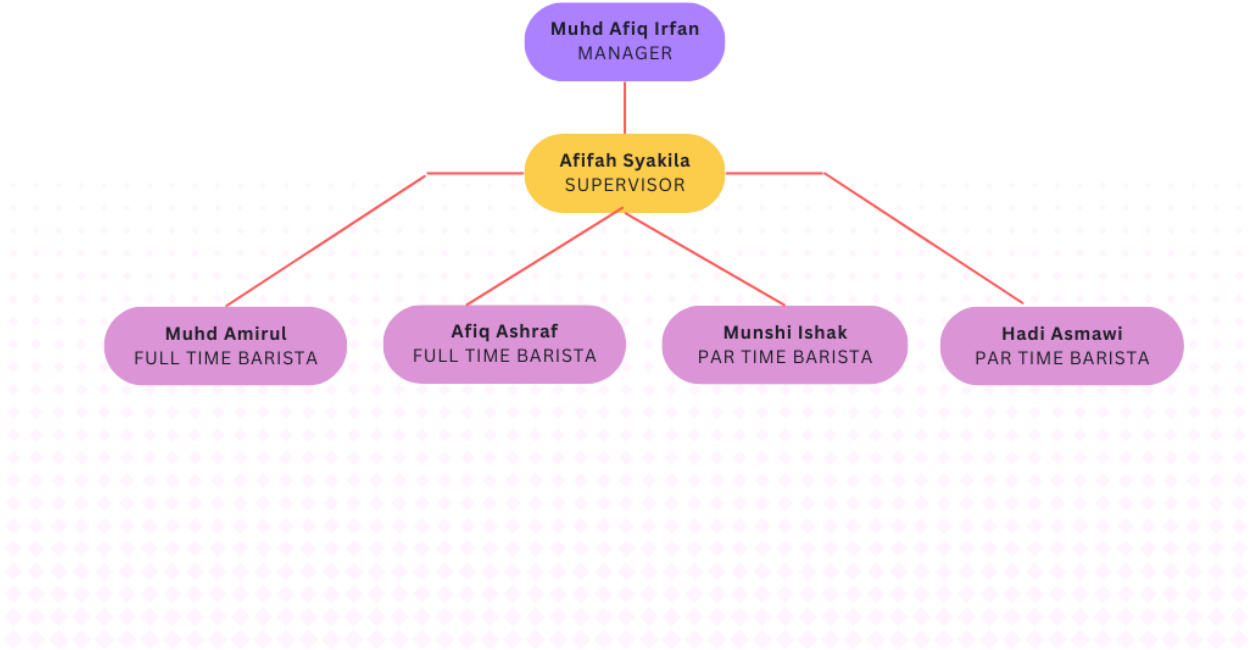


Table 1: Richiamo’s Coffee Arau organizational chart

2.3 PRODUCTS/SERVICES

Richiamo Coffee UiTM Arau has been operated since 2021 and has become one of the favorite places for students, staff of UiTM Arau, and people to eat and drink. However, Richiamo has also diversified the types of coffee, especially for coffee lovers and beginners. In addition to selling caffeinated drinks, Richiamo also provides non-coffee-based drinks for non-coffee lovers. Although Richiamo is focused on coffee first, they also make a range of high-quality products including pastries and cakes. The high standard of excellence in food is always guaranteed through the use of fresh ingredients. Besides, they not only sell coffee in their café but also provide their services by selling online using FoodPanda and GrabFood.



Figure 1: List of products offered by Richiamo coffee Arau

2.4 BUSINESS, MARKETING AND OPERATIONAL STRATEGY

2.4.1 BUSINESS STRATEGY

The goal of Richiamo Coffee's strategy is to increase its market share while keeping its reputation for excellent coffee and customer support. The company's business strategy consists of a number of important components. First of all, Richiamo Coffee seeks to establish additional coffee shops in prime areas. In order to find locations where there is a significant need for high-end coffee shops, the business conducts extensive market analysis. Richiamo Coffee chooses its locations strategically in order to maximize revenue while lowering expenses.

Second, the business is committed to preserving its reputation as a provider of high-quality coffee and first-rate customer service. This involves ensuring that every cup of coffee is prepared to the highest standards, and that the baristas are knowledgeable and friendly. Additionally, the business makes investments in personnel training to guarantee great service to customers.

Richiamo Coffee also highlights universities as their primary market since they want to devote efforts towards becoming the best coffee shop. They frequently engage in coffee conversations with other students, and students can be reached to provide comments on their performance. One of their business tactics is to collect feedback to make sure the quality management is going as planned for future improvement.

Overall, Richiamo Coffee business strategy focuses on growing the company's market position while upholding its reputation for high-quality coffee and customer service. The company strives to create a strong and sustainable business that appeals to coffee lovers all around the world by carefully choosing locations, investing in its workforce, utilising sustainable and ethical practices, and consistently innovating.

2.4.2 MARKETING STRATEGY

Richiamo Coffee is a coffee shop chain that has become known for its high-quality coffee and warm, inviting atmosphere. The company's marketing strategy focuses on several key elements to attract and retain customers.

First of all, Richiamo Coffee's shops offer a homely, inviting environment. With cosy seats and delicate lighting, the decor is meant to be welcoming and comforting. In order to entice customers to stay and work or communicate, the company also offers free Wi-Fi.

Secondly, Richiamo Coffee emphasizes the high standard of its beans and the professionalism of its baristas. To bring out its unique flavours, the business carefully roasts quality beans they get from around the world. The baristas undergo extensive training to ensure that every cup of coffee is prepared to the highest standards.

Thirdly, the business actively engages with its customers based on social media and their website, and has a significant social media presence. On Facebook and Instagram, Richiamo Coffee frequently shares photos of its beverages and cafes, inspiring users to add their own photos and stories of their own experiences. The company also offers promotions and discounts to its social media followers. Richiamo Coffee also has a loyalty programme that offers free beverages and other benefits to regular clients. This encourages repeat business and increases client loyalty.

Richiamo Coffee's marketing plan focuses on offering high-quality coffee in a welcoming environment and interacting with customers online and through loyalty programmes. By focusing on these essential components, the business has created a strong brand that appeals to coffee drinkers in Malaysia.

2.4.3 OPERATIONAL STRATEGY

An operational strategy is a plan of action or a group of actions intended to help an organization accomplish particular operational goals and objectives. In order to successfully achieve company objectives, operational strategy entails creating strategies and taking measures to optimize operations, efficiency, and resources.

Delivering superior coffee and top-notch customer service is the cornerstone of Richiamo Coffee. Our top priorities are finding the best coffee beans, building solid connections with reliable suppliers, and assuring a steady supply of fresh beans. To guarantee the caliber and cleanliness of their stock, the providers have both an ISO and a Halal Certificate. As they look for the best raw materials, one kilogram of coffee beans, which originates from four different nations, costs roughly RM100. Also, in order to reduce waste and ensure a constant supply of high-quality ingredients, we place a strong emphasis on effective inventory management.

Additionally, Richiamo Coffee enforces high brewing standards and give our personnel thorough instruction on proper brewing processes in order to ensure consistency. Our ability to reduce wait times and offer a smooth client experience is made possible by streamlining our operations and improving workflow.

Lastly, Richiamo Coffee also places a high value on a customer-centric strategy that encourages engagement and fosters a friendly environment. In order to meet changing consumer interests, we frequently release new blends, specialty beverages, and food options. We work to go above and beyond consumer expectations and make Richiamo Coffee a top destination for coffee lovers through excellent supply chain management, technological integration, and a dedication to continuous improvement

2.5 FINANCIAL ACHIEVEMENT

Financial success is the successful completion of financial goals and objectives inside a company. It entails achieving favorable financial results, including escalating revenue, profitability, effective cash flow management, a favorable return on investment, and general financial stability.

In a given month, Richiamo Coffee earns total sales of about RM60,000, and it must pay for all its expenses. Richiamo Coffee has currently made a net profit of about RM2,000 – RM6,000 per month. Yet, they often manage the situation professionally and have competent staff. To enhance the company's profits, they must avoid debt and make expense reductions because every Ringgit Malaysia saves can be used towards expanding the business. This is required for the business to operate profitable.

3.0 COMPANY ANALYSIS

3.1 BUSINESS MODEL CANVAS

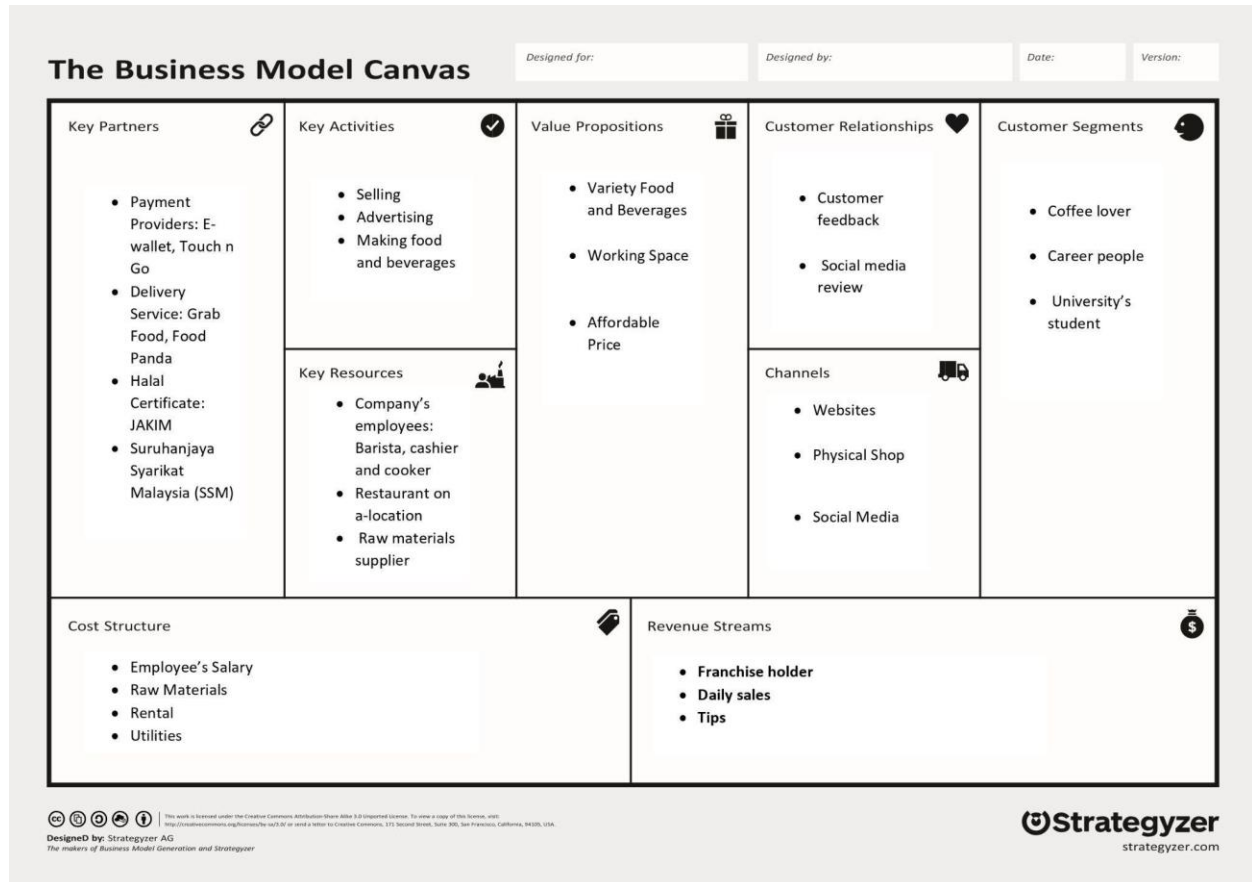


Table 2: Business Model Canvas (BMC) of Richiamo Coffee Arau company

3.1.1 CUSTOMER SEGMENTS

University Student

According to the Business Model Canvas, Richiamo Coffee's customer segment is mainly university students who enjoy a high-quality coffee with a welcoming environment. This category is the one who the company aims targeting because students are more likely to frequent coffee shops, need quiet places to study, and are willing to pay more for quality coffee. To be more specific, Richiamo Coffee's target market is university students, who are typically between the ages of 18 and 25. For some reasons, Students will always looking for a cosy and welcoming places to study or socialise with friends. Richiamo coffee's attract the student's interest by providing a space in the coffee shop for them to study and socialize with their friends. Furthermore, they also believe that university students are often willing to pay more for premium coffee and value a high-quality experience.

Career People

Other than that, working professionals or those in careers are included in Richiamo coffee's customer segments. Coffee shops are popular among working people for meetings and as a place to work away from the office. Working people will look at the value of a quieter atmosphere, reliable Wi-Fi, and a more professional ambiance. Richiamo Coffee targeted working people by offering an environment that is suitable for doing business and meetings. This include a specially set up work area, comfortable chairs, power sources, and High-speed WIFI. The company can also offer special promotions or packages for business meetings or events to attract working professionals. Additionally, Richiamo Coffee can provide grab-and-go solutions for busy business people who require a fast fix of coffee on the run. The company can provide a range of ready-made coffee drinks and snacks that can be easily taken away by customers.

Coffee Lover

In addition, Richiamo coffee also chooses coffee lovers as their customer segments. As coffee lovers, they could have a strong taste for superior coffee and feel ready to spend more for special or artisanal coffee mixes and flavours. Richiamo Coffee can appeal to coffee lovers by giving a selection of specialty coffee drinks produced from premium beans, utilizing original brewing methods, and supplying comprehensive details regarding the coffee's origins, flavor profile, and brewing procedure. The business can also provide discounts, promotions, or loyalty programs to encourage repeat customers and to cultivate a devoted customer base among coffee addicts.

3.1.2 VALUE PROPOSITION

Variety of Food and Beverages

To suit different tastes, Richiamo Coffee offers a wide variety of drinks, including traditional espresso-based drinks, cold brews, iced coffees and custom combinations. Additionally, they provide teas, hot chocolates, and seasonal specialties for those customers who are not a fan of coffee. They take into account preferences for non-dairy milk while putting an emphasis on quality and innovation. Richiamo Coffee also offers mouthwatering meal selections like freshly baked pastries, sandwiches, wraps, salads, and wonderful sweets like cakes, cookies, and handcrafted chocolates. Their aim is to provide a delicious and gratifying meal experience that properly accompanies their beverage menu. Not to be forgotten is the fact that they also provide Malaysian food, including nasi lemak, curry mee, and other local dishes.

Working Space

Richiamo Coffee wants to give its customers a welcoming and comfortable experience, which can involve giving them a nice workspace within the shop. It's because the majority of their customers are professionals and college students. University students may find Richiamo Coffee to be an ideal location as they offer a comfortable setting for studying, socializing, or having a break between courses. This may be the cause of why they mostly opened their branches in universities. With the potential for comfortable seating, Richiamo Coffee can offer a warm ambience for students to do homework, engage in study sessions, or get together with friends. In addition, it may be a desirable option for college students seeking a place to study or unwind due to the availability of services like free Wi-Fi and a laid-back atmosphere.

Affordable Price

Given that the majority of customers are professionals and university students, they will make sure that their prices are fair and cheap while still using Richiamo Coffee of the highest caliber. According to the menu, Richiamo Coffee sells coffee for as low as RM7. This is because customers are more likely to make an impulse purchase of a low-cost, high-quality goods than they are of a high-priced, low-quality one. Additionally, consumers take about the same amount of time to decide whether to buy a cheap product as they do to justify buying a more costly one. Customers are therefore more inclined to make an immediate purchase from them. As a result, Richiamo Coffee offers products at low, very cheap pricing despite using premium coffee beans.

3.1.3 CHANNELS

Richiamo Coffee uses a variety of channels to interact with and reach its customer segments, according to the Business Model Canvas. These channels enable the company to promote its brand, engage with customers, and sell its products and services. Understanding these channels is important for developing an effective marketing strategy that can reach the desired target market.

Physical shop

The primary channel used by Richiamo Coffee is its physical coffee shops, which offer customers a welcoming and comfortable environment in which to enjoy their coffee. In order to create Instagram-worthy places, Richiamo Coffee makes sure that its coffee shops have a wonderful layout, lighting, and decor. This is among the most important to do in order to draw in its target market, which is primarily made up of university students. The business needs to make sure that the physical space is secure and appropriate for students to learn and chill in.

Website

Another important channel used by Richiamo Coffee is its website, which provides customers with information about products, services, and locations. Customers can visit Richiamocoffee.com to know the latest promotion, products, as well as the price of the products. This online platform is important in today's digital age. Customers can take a look at the prices before walk-in to the coffee shop in their area. It will help customers to estimate their spending too.

Social Media

Richiamo Coffee also uses social media platforms such Facebook and Instagram to interact with customers and market its brand. Social media is a powerful tool for increasing company recognition and bringing new clients. To promote client involvement and connection, Richiamo Coffee publishes all about its products, activities, and promotions on social media. Customers can take a look at Richiamo Coffee - Uitm Arau on facebook as well as [@richiamo.arau](https://www.instagram.com/richiamo.arau) on instagram. By leveraging these channels, Richiamo Coffee is able to promote its brand and products, attract new customers, and provide convenience to its existing customers.

3.1.4 CUSTOMER RELATIONSHIP

Customer Feedback

Richiamo Coffee UiTM Arau is concerned about the well-being of its customers. This is due to their quick service, which means clients do not have to wait long for a cup of coffee or a meal. Customers' hearts may rejoice because of this. Many consumers laud Richiamo Coffee's coffee and meals as excellent and gratifying since they sell products at reasonable costs and provide ample servings. Aside from that, Richiamo Coffee values customer feedback so it may make modifications if any customers are dissatisfied with its service.

Customers who frequent Richiamo Coffee UiTM Arau to stay in touch with them receive warm service. Customers may become confused when picking which menu to order from. Some people have never tried the drink before and are puzzled about which one to select. As a result, Richiamo Coffee will always be ready to assist its guests by giving recommendations and discussing the flavors of the cafe's coffee drinks. Therefore, customers will be encouraged to return in the future because of reduced wait times and nice interactions with personnel.

Social Media Review

Richiamo Coffee UiTM Arau uses social media platforms such as Facebook and Instagram. They use this social media for reviews and also to get positive feedback from customers about their services. Connecting with their target customer can be easy if they are active on social media that their customer uses most often. So, Richiamo Coffee can expand its customer base and turn first-time visitors into regulars because they always share its café on social media because they can get reviews from customers as proof that Richiamo Coffee provides good service for their customers. By using, this online platform will make it easier for customers to keep in touch on the Richiamo Coffee's menu and promotion.

3.1.5 Revenue Streams

Franchise Holder

Richiamo Coffee Sdn. Bhd. the owner of the Richiamo Coffee chain of premium coffee shops across the country today announced Muhd Zamry Abu Samah emerged the largest shareholder in the company. With experience in marketing and sales, he sees the food and beverage industry, which he has been involved in since 2015, as a bright prospect for growth within and outside the country.

Daily Sales

Daily sales is a company's profit for a given day that is equal to its average daily sales. These can change based on a number of variables, such as seasonal promotions. The mean value that businesses discover when dividing a sales amount by the number of days in a given time period is known as average daily sales. Richiamo's profit every month can break down as much as RM5000 to RM6000. Hence, it can be budgeted that Richiamo Kopi's daily sales is RM200 per day.

3.1.6 Key Resource

Company employees : Barista, cashier and cook

The employees of the company are another valuable resource. They employ a total of five workers, including two full-time employees and three part-time employees. These five workers are responsible for being the barista and the cashier. Richiamo's manager there said that he provided training programs to all these workers before they did their respective parts of the job. This is because programs for training employees assist them gain the knowledge and skills they need to keep up with the many changes occurring in the sector. These enhancements will have a favourable impact on employee productivity, which can boost an organization's profitability and effectiveness.

Restaurant on a location

The building is a physical asset. Richiamo Arau is in a rather strategic location. This is because the construction of coffee shops in universities is able to attract the attention of students especially to purchase. Furthermore, students can easily see the ideal places as they walk or drive by. When students see the coffee shop, they will become interested in it and make plans to go.

Raw material supplier

The use of natural, fresh ingredients ensures the continued high caliber of their products. Certain primary raw materials, like coffee or tea, will almost likely require premium ingredients. They offer premium coffee beans.

3.1.7 KEY ACTIVITIES

Selling

The main activity of Kopi Richiamo UiTM Arau is selling coffee and tea. In fact, it also sells a variety of quality food and pastries at reasonable prices. For the sale of coffee at Richiamo Coffee, Mr. Afiq places great emphasis on the quality of his coffee products, especially the ingredients used to produce coffee. According to Mr. Afiq, Richiamo Coffee provides food that is ready to be heated from the Richiamo Headquarters. This food will be delivered once a week by Richiamo Headquarters so that it is always on the menu. This can save time and energy to serve food to customers.

They also provide non-coffee products like matcha and fruits for non-coffee lovers. This is because they want to convince the customer to buy the products and get positive feedback from their customers. According to Mr. Afiq, if there is a problem with the coffee that the customers received, he will replace it with a new one for them. Therefore, Mr. Afiq's honesty when dealing with customers can increase the number of customers who come to Richiamo Coffee UiTM Arau and can satisfy customers.

Advertising

Richiamo Coffee UiTM Arau advertises their promotion through Facebook and Instagram by posting the feeds that will make customers interested to go to Richiamo Coffee and buy desired choices of coffee. So, many customers see being able to use social media as part of their overall dining out experience. It makes things more fun for them because it gives them the chance to share things with their friends and followers online. According to Mr. Afiq, Richiamo Headquarters who make advertisements to promote new menus to be released or have the latest promotions for customers through social media.

Richiamo Coffee also encourages their customers to share messages and images about their meal and improve the overall customer experience. Regarding to Mr. Afiq, Richiamo Coffee will do promotions every holiday, for example Chinese New Year, Hari Raya Aidilfitri, and many more and Mr. Afiq also set up a buy one get one free for Bubble Milk Tea drinks for customers and has received a good response from them. Even so, Mr. Afiq keeps the promotion forever on

the menu. Finally, Mr. Afiq stated that he will distribute flyers to customers and paste posters about the promotions offered by Richiamo Coffee.

Making food and beverages

Richiamo Coffee UiTM Arau makes coffee according to the Standard Operating Procedure (SOP) that has been set. This can preserve the taste and quality of the coffee made by the barista. In addition, Encik Afiq stated that Richiamo Coffee is very concerned about the quality of premium coffee beans. Richiamo Coffee also offers more than 20 different types of coffee, hot or cold, such as Espresso, Americano, Cappuccino, Caffe Latte, Caramello Latte, Cafe Mochaccino, Chocolate, Hazelnut Chocolate, Caffe Vanilla, Matcha (Green Tea), English Breakfast Tea, Earl Grey, Cardamom Tea, even a variety of delicious desserts such as pastries, cakes, muffins, and sandwiches are also sold. Customers can also enjoy breakfast dishes such as nasi lemak, chicken porridge, and mushroom soup at a reasonable price. Besides, According to Mr. Afiq, Richiamo Coffee also provides coffee for people on a diet such as replacing fresh milk with quality oat milk that has a premium taste.

3.1.8 Key Partners

Payment Provider : E-Wallet, Touch n Go

To facilitate student affairs, Richiamo Coffee provides online payments such as touch n go, eWallet. The Touch 'n Go eWallet offers services including reloads, payments, and cash transfers via your smartphone, wherever you are in Malaysia and whenever you want. Therefore, by using eWallet, people do not need to carry cash or a credit card with them. It makes it possible for people to buy things more conveniently. Moreover, there is also a study that examines the variables that influence university students' intent to use an e-wallet.

Delivery Service

Richiamo and Foodpanda and GrcaFood worked together to deliver their product anywhere, at any time, using the Foodpanda app. Foodpanda and GrabFood is a platform for online food and shopping delivery . By increasing the company's visibility and client base, Foodpanda's service enables it to grow its customer base. Foodpanda and Grabfood also promote time and energy savings. To place an order, the consumer is not required to visit the cafe. They can utilize that time to do other things instead, like work or spend time with friends and family. So, Richiamo Coffee has made it easy for its customers where they don't have to waste their energy and time to organize because of the online services.

Halal Certificate (JAKIM)

According to the Malaysian system, halal goods must be created using substances or components that are permitted by Sharia law. Additionally, foods marked with the halal emblem have been certified by a body to be devoid of any ingredients or components that are prohibited. Thus, Richiamo coffee has been recognised as halal since its inception and has been issued a halal certification by the Department of Islamic Development Malaysia (JAKIM). So, this proves that the food and drinks in Richiamo Coffee is clean, uncontaminated and safe to eat.

Suruhanjaya Syarikat SSM

Richiamo Coffee was registered with Suruhanjaya Syarikat Malaysia (SSM) or also known as the Companies Commission of Malaysia (CCM) in 2020. Once the registration had done, it shows that, Richiamo Coffee provide company and business information to the public. More importantly, SSM is in charge of overseeing corporate and business activities in Malaysia. This simply implies

that SSM is the Malaysian body that oversees enterprises to verify that they are in conformity with Malaysian rules and laws. Thus, Richiamo Coffee become a legally registered entity. From this, it will boost the customer's confidence level to purchase Richiamo Coffee products also makes it easier for users to check business information.

3.1.9 COST STRUCTURE

Employee's Salary

Every business must need employees to help them. This will not only facilitate their business but will also benefit the employees. Richiamo Coffee workers prepare and sell food and beverages at the café and will ensure that the café is neat and that all the money and goods are present and correct. As for salary or commission, this cost is considered fixed as they do not fluctuate much each month and is easy to calculate. So far, Richiamo Coffee has paid three workers, a cashier, a barista and a cook at each outlet. They pay their employees a monthly wage of RM 1,500 based on the number of hours they put in, which comes to a total of RM 12,000 every month.

Raw Materials

They need to buy the best raw materials in order to make a high-standard and high-quality product. The use of natural and fresh ingredients ensures the consistently high standard of excellence in their cuisine. The company provided the premium coffee beans that were imported from Italy and sold them for RM100 per kilogram, which is what is used to create coffee. Additionally, they purchase all the raw materials such as syrup, fresh milk, whipping cream and frappe base powder for their blended drinks from Richiamo Headquarters itself. They invest RM10,000 to RM25,000 each month to make delectable goods.

Rental

Rental or mortgage payment is the cost of leasing or owning the physical space where the business operates. A chain of high-end coffee shops is called Richiamo Coffee. Richiamo Coffee has been successful in opening storefronts at numerous universities, including UiTM Arau, because of their focus on becoming a coffee café in universities to draw in students. Richiamo Coffee spent RM1,200 on rent for the place of business. Due to their more advantageous locations and growing popularity among students, they will now be able to boost their income.

Utilities

A company renting a store is responsible for both the rent and the utility costs. The water and power costs of Richiamo Coffee must be paid. Their monthly energy bill and water bill is RM3,000 per month. This is because air conditioning is utilized during each of their daily operating hour.

4.0 FINDINGS AND DISCUSSION

4.1 FINDINGS

Different tasteness each branch

Richiamo Coffee's main problem is that different branches' drinks can vary greatly in flavor, even when the same menu items are ordered. It is due to their quality control and consistency. While attempts are made to preserve consistency throughout chain branches, there may still be differences in how well standardized recipes are followed and quality control procedures are followed. While others may have less stringent protocols that could lead to differences in the finished product, some branches may have stricter quality control measures in place to ensure consistent taste. It's also important to keep in mind that human factors, such as unique barista tastes or variances in how a recipe is interpreted, might affect how the beverages taste. There may be differences in taste between branches because of the individual touches or personal styles that each barista may apply to the drinks they create. Even when ordering the same menu items at several branches of this organization, changes in the tastiness of drinks can occur due to a variety of factors, including human factors and quality control and consistency in preparing drinks.

Lack of Employee's Skills

Another problem that Richiamo Coffee faces is their employee lack of skills especially in making coffee. Employees at a branch may struggle with crucial facets of coffee preparation, such as accurately measuring and grinding coffee beans, correctly extracting espresso shots, steaming milk to the desired consistency, or precisely following recipes, if they haven't received thorough training or ongoing skill development. These abilities are essential for maintaining consistency and providing beverages that are tasty and well-balanced. The quality of beverages can also be impacted by a lack of understanding regarding various coffee kinds and brewing techniques. In order to suggest relevant options to consumers, baristas should be knowledgeable with the properties of various coffee beans, such as flavor profiles, acidity levels, and scent notes. They should also be aware of the subtle differences between various brewing techniques and know how to optimize flavor by adjusting elements like water temperature, brew time, and grind size. Lack of expertise in these areas may produce drinks that lack complexity or fail to fully express the coffee's potential

Narrow Space

Because this cafe primarily serves students and workers, it has a small, constrained space that is unsuitable for accommodating a gathering of people. The total customer experience may be impacted by a branch's somewhat tiny and narrow area. Depending on personal preferences and working methods, a small, cramped room may have a different effect on students who wish to complete their task. Distractions could have an impact, since a crowded room may result in noise and disruptions that make it challenging for students to focus. Furthermore, a lack of comfortable seating alternatives and uncomfortable furnishings can have a negative impact on students' physical well-being, which can reduce their productivity and contentment. Some students may be concerned about the lack of privacy in a tiny area if they prefer a quiet, private setting for concentrated work.

Additionally, the branch may find it difficult to establish a warm and inviting atmosphere due to space limitations, which may make it difficult to add desirable décor, seating configurations, or other atmosphere-enhancing components. These elements may work together to lessen the overall customer experience.

Lack of Marketing

As we know, Richiamo Coffee in UiTM Arau only advertise their marketing on FaceBook and Instagram, however they rarely update their promotion and new menus in their cafe. This branch's failure to consistently advertise or publish about its offerings, along with its lack of marketing expertise and it can have a number of negative effects on the company. First, limited knowledge is a serious problem because potential customers might not be aware of the coffee options available at the location. Furthermore, as social media presence and consistent promotion are critical to developing a devoted following, the branch's customer involvement may suffer. The branch loses opportunities to interact with clients, generate buzz, and promote return visits by not actively advertising their coffee and giving updates.

Additionally, a lack of marketing may prevent the branch's value proposition from being effectively communicated. Marketing aids in communicating to potential customers the special selling characteristics, flavor, and quality of the coffee offers. As a result, the branch may have a harder time luring in new consumers who may view the coffee as just one more option among many, which could have an adverse effect on overall growth and income potential

4.2 DISCUSSION

Standardize the Taste

Standardizing their drink preparation protocols through implementing effective Standard Operating Procedures (SOP) is a recommended solution to both preserving and improving overall taste quality at Richiamo Coffee. Materials/Ingredients and Equipment are subject to guidelines that dictate their appropriate usage. Selecting tools wisely is key to making a great cup of coffee. The company needs measures in place such as careful selection, testing and appropriate usage of these appliances while preparing beverages. At Richiamo Coffee, a high-quality taste experience is guaranteed through the implementation of these SOPs.

Improve employees Skills

Secondly, to overcome the issue about worker skill, all employees need to attend training before entering the kitchen. This is to make sure all employees are expert in skills needed to work in that field. Therefore, making a coffee art requires skill, so a professional barista is needed in order to make the drinks taste better.

Next Hire the right people. Qualified staff is the Achilles heel of every coffee business. It is not easy to find professionals who enjoy their job and do it at the very best level. In order to do that, a comfortable environment for staff to work in is needed to help them become a top notch team.

Offer a wide Space

Optimizing space utilization in Richiamo Coffee can be achieved by implementing strategic changes to its furniture layout. The space can be made more open and welcoming by moving around the furniture. Moreover, the cafe can go through a renovation process which will entail modifying the color scheme. Including relaxing tones like pale blue and green can give the impression of a spacious and visually attractive environment for customers. The renovation of this area improves both the appearance and the overall experience for Richiamo Coffee customers.

Improve Marketing strategy.

Hire a marketing professional. If you can afford it, consider hiring a marketing professional to help you develop a marketing strategy and execute it. This can be a cost effective way to ensure that your marketing efforts are effective. Another option is to collaborate with influencers. Find influencers who are relevant to your brand and reach out to them. Collaborating with influencers can help you reach a wider audience and promote your brand more effectively.

5.0 RECOMMENDATION

Based on the findings and discussion above, we came out to set up our own company. The company name is TGG Coffee. Our signature drinks would be “TGG Americano”, “TGG decaffeinated latte”, and “TGG Dreamy Latte”. Our tagline is TGG Coffee, Where Decaf Dreams Come True!”. Our concept is to use decaf coffee in making our drinks product. Decaf coffee is Non-caffeine Coffee that targets health-conscious people, and others who choose to consume less caffeine. We believe that although many people appreciate the flavor and ritual of coffee, some of them may prefer to avoid or consume little to no caffeine. It is different from previous company that offer caffeine drinks to their customer segments. In order to prevent different tasteness for our products, we decided to set a Standard Operating Procedures (SOP) in making drinks. Also, to make sure it really gives the same taste every time even from different baristas, we decided to make a training program. This baristas will get certification and approval once he completely can make a drink taste exactly based on expectation to the panelist during the training program. The baristas who do not successfully meet expectations during the training program are not allowed to make drinks for customers until they pass the evaluation.

To bring uniqueness to our company, we also come out by adding various cup sizes such as regular and large cups according to customer preference that are different from previous company that offer one size of cup only. Additionally, Customers also have different preferences for the size of their beverages. For a quick pick-me-up, some people might prefer a smaller cup, while others might choose a larger cup for a leisurely experience.

We also decided to use rice straw rather than plastic straw. Using rice straws is a more environmentally friendly choice. The natural and renewable elements used to make rice straws, such as tapioca starch and rice flour, make them compostable and biodegradable. We can drastically minimize the contribution to waste made of plastic and show our dedication to environmental sustainability by adopting rice straws.

After all, We decided to set up an outlet for our company. The outlet will have a wide space for customers to enjoy their coffee. Engage with the community is our plan in order to promote our company. Foster a sense of community by organizing events, workshops, or coffee tasting sessions. We also plan to create a culture to encourage customer feedback and actively respond to reviews and suggestions to build customer loyalty.

6.0 CONCLUSION

By using the case study approach, students can analyze authentic challenges that businesses encounter and develop theoretical-based solutions. As a favourite among students and coffee lovers, Richiamo Coffee offers high-quality food and a diverse range of coffee and non-coffee-based drinks. Online services via platforms like FoodPanda and GrabFood are also accessible from them.

The dynamics and interactions among individuals, groups, and the organization are key drivers for improvements within a company. Acknowledging that any organization faces its own distinct challenges, either internally or externally. Managers who are effective should have the capability to recognize and resolve all issues to maintain the company's proper direction. They must also guarantee that the enterprise attains its goals and objectives.

Managers must actively pursue alternative solutions when issues arise within the organization to avoid further escalation in the future. Recognizing that problems may not only come from external factors is crucial. Perhaps, managerial decisions or actions resulted in them. Managing the company properly could be the crucial factor in such scenarios. The importance of maintaining a healthy organizational environment lies in practicing effective management. Any successful and harmonious company requires effective management practices and prompt, efficient problem-solving abilities

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8.0 APPENDICES



Figure 2: Richiamo Coffee UiTM Arau branch

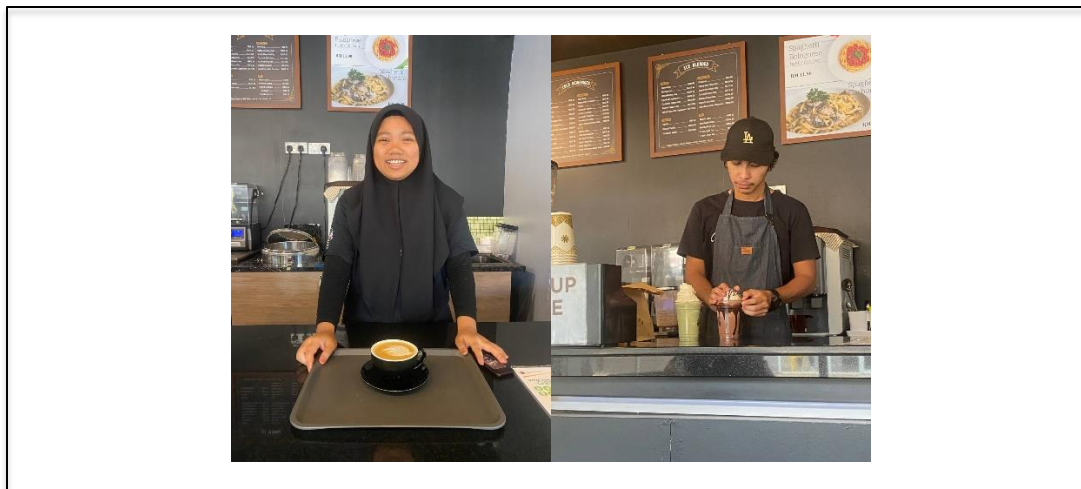


Figure 3: Some of employees at Richiamo Coffee UiTM Arau branch



Figure 4: One of the Menu's offered by them



Figure 5: Interior of Richiamo Coffee Arau branch



Figure 6: Situation when The employees are busy making customers order

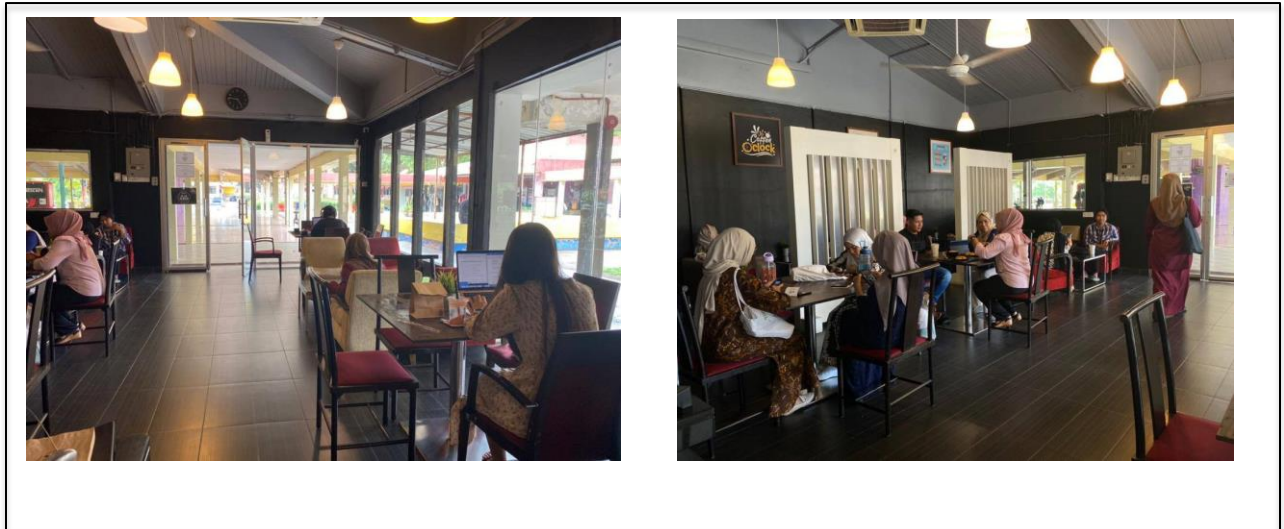


Figure 7: Study/Working space that provided in branch