



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

CASE STUDY:

COMPANY ANALYSIS (RENDEL CHEESECAKE & DECO)

FACULTY & PROGRAMME:

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SEMESTER & GROUP:

SEMESTER 4 & RBA243 4B

PREPARED BY:

NURUL SYAZWANA BT Y SAZL I(2022782547)

NUR SYAZA ATHIRAH NAZARUDIN (2022900727)

SITI NURFATIHAH BINTI ABU BAKAR (2022923199)

SITI NURDALILA HANI BINTI SUKERI (2022900763)

PREPARED FOR:

DR. SHAFIQ BIN SHAHRUDDIN

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## **EXECUTIVE SUMMARY**

This case study analyzes how the theories learned from this subject can be applied in practical situations using Business Model Canvas (BMC). In this case study, we take the opportunity to study at the Rendel Cheesecake & Deco Arau, Perlis, Malaysia. This company has run the business for almost two years, sells desserts such as cheesecake with a variety of flavors. However, the Rendel Cheesecake & Deco has its challenges and problems in the business. The major problems lack of marketing to advertise their product and their business is not in strategic place,

In this research, we could see the findings and results that need to be highlighted. After selling the dessert to the customers, they received a lot of feedback from customers who were unsatisfied and satisfied with their product. Some reviews said the product has a lack of cheese and the packaging itself. The review has been attached with proof that their product has problems. Moreover, there are a lot of people who are still not aware of their existence because of lack of marketing. This makes the cafe look less attractive to the customer. Besides that, the Rendel Cheesecake & Deco has a problem with product packaging . If this continues to happen, it may affect the company's image and sales. The shop serves delicious desserts, so they should have a good presentation, ingredients and presentation to attract customers. The other issue the company received is that the shop does not have any active post-marketing. Even though they have social media which is only Facebook, they only sometimes update it. It's hard for the customer to know more about their shop, especially since they only use one platform.

Therefore, there are several suggestions made to address the issue relating to the shop. The main important thing is that Rendel Cheesecake & Deco should improve its product in terms of ingredients, packaging, location and marketing. They should improve it because it can attract more customers to come to the shop to enjoy those desserts happily. Also, they should do frequent post-marketing. Moreover, they should post on social media more regularly to generate customer interest such as Twitter and Instagram social media. Ensure that the menu is current on social media and update regularly. This will enhance their sales and the name of the company. Thus, we will develop a company named Cheesecake Paradise to build and produce better cheesecake than the Rendel Cheesecake & Deco sold

# **1. INTRODUCTION**

## **1.1 Background of the Study**

To fulfill the requirement of the course Fundamental of Entrepreneurship (ENT530), we have been assigned by our lecturer, Dr. Shafiq Bin Shahrudin to complete a case study by interviewing the chosen business. An interview session will be conducted in order for us to gain more information related to the business. Entrepreneurship provides students with the understanding, skills, and inspiration needed to succeed as entrepreneurs in a variety of settings. As we interviewed and received lots of information about the business, with this ENT530 assignment, we are able to gain more knowledge on how to operate a business in real life and it could be applied in the future..

Moreover, the Principles of Entrepreneurship course, also known as ENT530, is a subject that provides students with guidance and exposure to the business world. Students have to conduct a case study related to a Small and Medium-sized Enterprises (SME) business or company in this course. In this case study, students are required to interview and research on the internet of any Small and Medium Enterprises business or company to find out the information about the company they choose for the case study report. Then, students will analyze the company using Business Model Canvas analysis and identify the problems or issues that the company has encountered. The Business Model Canvas (BMC) is a business tool that aids in the understanding of a company's business model. Students then need to analyze the problem and create a solution list. In this case study, my group and I chose Rendel Cheesecake, Arau, Perlis.

Therefore, by applying the theory and techniques learned, this study will also promote consumer awareness about supporting local companies while increasing the quality of local brand products so that the product can meet customers' demand in Malaysia and worldwide. Furthermore, after digging into the company's problems and issues, we can also improve on achieving the company's target and objectives as professional entrepreneurs.

## **1.2 Purpose of the Study**

The purposes of the study are to be more exposed on how the businesses are operating, their services and products. It's also an opportunity to learn about the company's business flow. Students may identify and analyze what the company needs to create an idea using the information provided. In this study, we want to dig more about Rendel Cheesecake & Deco because we want to look at their planning, marketing and structure of the business by using BMC. This is because BMC can help to solve the problem. When running a business, the target market is the most crucial part. Understanding the targeted customer will determine every decision that we will make to learn more about the shop.

Moreover, we also can learn how to use Business Model Canvas (BMC) to create a better understanding of business models. BMC provides the framework for our company plan. It is a visual graphic that can help us in understanding and concerning our new company in future. The case study will focus on nine elements that are important if we are doing the business for Rendel Cheesecake which is customer segment, value propositions, channels, customer relationship, revenue streams, key resources, key activities, key partnerships and for the last segment is the cost structure. In the end of the study, we may apply what we had learned in the course to real-world and future business situations. It might encourage us to think more imaginatively and help them to sustain technology firm entrepreneurship.

## **2. COMPANY INFORMATION**

### **2.1 Background**

Rendel Cheesecake & Deco Perlis is the company we have chosen to complete our case study. It is in Arau, Perlis, and its address is 27 (atas) Lorong 13a, Phase 2, Taman Seri Wang, 02600 Arau, Perlis. It has been in operation since January 2022 and continues to do so. According to their Facebook page, Rendel Cheesecake & Deco Perlis is open Monday through Saturday, 9 a.m. to 9 p.m. Siti Aminah, the sole proprietor of Rendel Cheesecake & Deco Perlis, started the company. Siti Aminah was a full-time housewife before founding Rendel Cheesecake & Deco Perlis. However, as we all know, since the Covid-19 epidemic, many layers of society have been affected, particularly those struggling financially. This is why Siti Aminah started a business, Rendel Cheesecake & Deco Perlis, to maintain her survival and living. Rendel Cheesecake & Deco Perlis concentrate on sweet and flavorful desserts since their signature product is cheesecake. Not only do they have cheesecakes, but they also have a range of other unique dessert menus that customers can order. In a nutshell, Rendel Business & Deco Perlis is a dessert paradise. They have the expertise, experience, and capacity to provide any type of dessert the customer requests. Finally, because Rendel Cheesecake & Deco Perlis was only formed last year, 2021, the number of staff is limited because Siti Aminah wishes to cut costs while increasing profits. Rendel Cheesecake & Deco Perlis employs only two people: her daughter and a part-time employee.





Figure 1: Rendel Cheesecake & Deco Logo

<b>Company Name</b>	Rendel Cheesecake & Deco Perlis
<b>Registration of SSM</b>	202101123445 (CA0366340-U)
<b>Address</b>	27(atas) Lorong 13a, Phase 2, Taman Seri Wang, 02600 Arau, Perlis
<b>Established Year</b>	January 2021
<b>Telephone No</b>	019-4092516
<b>Types of Business</b>	Home Bakery and Cakes
<b>Type of Product</b>	Various Type of Cakes

## 2.2 Organizational Structure



*Table 1: Organizational structure of Rendel Cheesecake & Deco Perlis*

## 2.3 Products/Services

Rendel Cheesecake & Deco Perlis serves a range of desserts, with cheesecake being their signature menu item. They have two kinds of cheesecake: Chocolate Indulgence Cheesecake, and Biscoff Cheesecake, their main desserts. Rendel Cheesecake & Deco Perlis also serves other desserts such as fresh cream puff, doughnuts, and brownies. They also provide a cake decorating service for their cheesecakes based on the design requested by the customer. It is one of the outstanding suggestions for making their product look more innovative and fascinating while attracting more buyers.



Product	Price	Description
<p>1. Chocolate Indulgence Cheesecake</p> 	<p>RM 45</p>	<p>Cake Size: 12 inch / A3 Size Or Customized size by the customer</p> <p>Design: Plain design Or Customized design by customer according to desired pattern/design</p> <p>Top 2 best-selling cake</p>
<p>2. Biscoff Cheesecake</p> 	<p>RM 45</p>	<p>Cake Size: 12 inch / A3 Size Or Customized size by the customer</p> <p>Design: Plain design Or Customized design by customer according to desired pattern/design</p> <p>Top 2 best-selling cake</p>

Table 2: List of Products/Services

## 2.4 Business, marketing, and operational strategy

### 2.4.1 Business strategy

A business strategy is a plan for how a company's operations and choices will be carried out to attain its goals and objectives. In short, business strategy is a method and approach for achieving a company's long-term goal or objective. A strategy defines what the company needs to do to attain its goals and can help with hiring and resource allocation decisions. Rendel Cheesecake & Deco Perlis is a small business, it does not set lofty goals and objectives that are out of proportion to the company's size. Rendel Cheesecake & Deco Perlis current goal is **to continue growing and increasing sales**. They concentrate on sales because their business is small compared to other businesses, which limits their aims. The mission is **to meet customers' product demands and provide customers with the greatest quality at affordable prices**. Rendel Cheesecake gives customers affordable costs to achieve the vision and mission despite the high-quality ingredients used. It is done to ensure that customers are satisfied with their products. They believe that 'pricing should be worth it is quality' and that when customers are satisfied, it can lead to increased customer retention, higher lifetime value, and a more substantial brand reputation. In addition, Rendel Cheesecake held a unique event to attract more customers, such as selling at the bazaar and on the roadside during Ramadhan to keep their business running rather than abruptly ceasing production and sales. Customer satisfaction is essential in helping Rendel Cheesecake achieve its vision and mission.

### 2.4.2 Marketing strategy

A marketing strategy is a long-term plan for achieving a company's goals by understanding customers' needs and creating a distinct and sustainable competitive advantage. It encompasses everything from determining who your customers are to deciding what channels you use to reach those customers. Rendel Cheesecake & Deco Perlis used limited platforms for advertising and marketing their business because it is new, so there are some gaps here and there, but they are leveraging the power of social media to promote their business, which is a great idea. Their direct advertising and promotion platform is the Rendel Cheesecake & Deco Perlis Facebook page. They posted every detail about their business and products on their Facebook page, including images of their main desserts, cheesecakes, and other desserts, pandan cake, fresh cream puff, and doughnut.

Also, because their business is still in its early stages, they posted feedback from their customers to convince them that their business is real, and through the feedback, new interested customers may want to know more information, such as whether they should try the product, is it good, is it worth it, and so on. If customers share their 'negative' opinion, Rendel Cheesecake can also improve its product through customer feedback. Customer feedback provides information about customer satisfaction levels. As we all know, businesses can improve their service and product quality by soliciting customer feedback.

The four Ps of marketing strategy are encouraged to be used: product, price, place, and promotion. For the **product**, Rendel Cheesecake uses high-quality ingredients, such as butter, flour, egg, fresh milk, and others. Next, in terms of **pricing**, they leverage their high-quality products to achieve competitive pricing. A good price should be worth the quality of the product. The third P has been completed. Siti Aminah, the owner of Rendel Cheesecake, uses the **space** in her house to produce products customers' request. Even though space and production are limited, they practice good time management to ensure the production process runs smoothly. Finally, as previously stated, they use the power of social media to advertise and **promote** their products. The platform used is Facebook Page. Even though Rendel Cheesecake seemed to need to improve in some areas, they followed the flow and trusted the process slowly but surely. They will learn and grow a lot from their experiences.

### **2.4.3 Operational strategy**

An operations strategy is a collection of decisions a company makes about producing and delivering its goods. Organizations may view each step towards manufacturing or delivering a product as an operation, and all decisions concerning these numerous operations constitute the operations strategy. An organization's operations strategy works in unison with its overall business strategy, assisting the organization in achieving long-term goals and improving market competitiveness. Regarding Rendel Cheesecake and Deco Perlis, we discovered that their **service and delivery time** are excellent compared to other home bakeries. Why are we saying that? It is because their operational method, process and flow for Rendel Cheesecake & Deco Perlis business, from the beginning of the order till the customer receives their product, is very efficient and can

be classified as fast and convenient. Customers, for example, can place their order at least a day before pick-up or delivery time, or if Rendel Cheesecake is not extremely busy, they can take the order at the latest in the morning, before the evening, ready for pick-up or delivery to customers. It shows that their service and delivery time are outstanding and efficient, attracting many customers to their business. It is among the best of their operational strategies and methods.

## **2.5 Financial achievements**

A company's capacity to utilize resources from its core business model to generate income is evaluated subjectively as a financial achievement. An organization's achievement of its vision and mission can be measured using financial achievement. Because Rendel Cheesecake and Deco Perlis are small enterprises and home-bakeries, their revenues are lower when compared to other sorts of businesses. Rendel Cheesecake & Deco Perlis creates a monthly profit of roughly RM3300, which includes employee pay, product ingredient and material purchases, and other expenses. After deducting those costs from profits, they make very little. Also, as previously stated, Rendel Cheesecake and Deco Perlis must decrease costs in unnecessary areas to avoid waste, as any money saved and received (profits) can be used to build and grow the business. When it comes to money in business, the owner must be wise in dealing and managing with any costs and concerns. It is crucial because it will aid the company's financial stability.

### 3. COMPANY ANALYSIS

#### 3.1 BMC Analysis

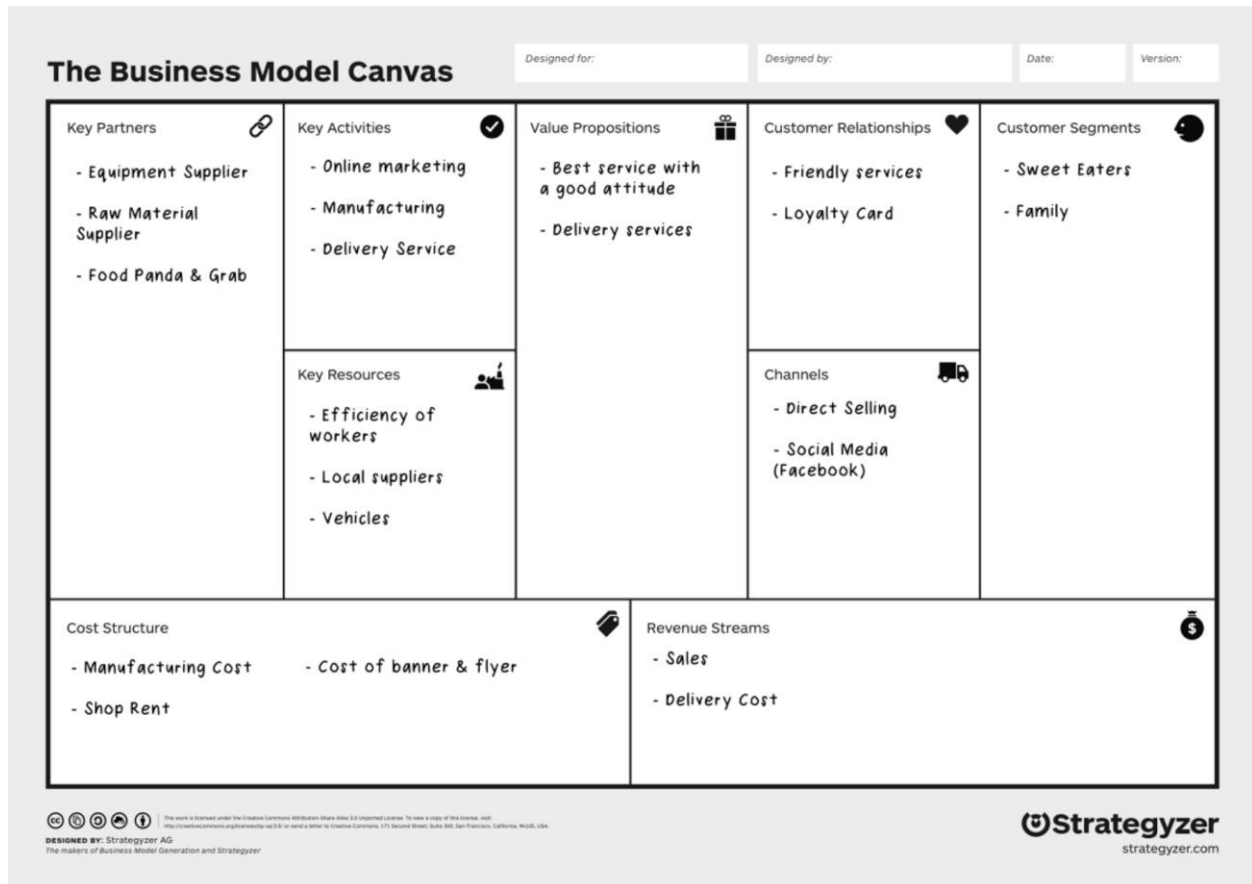


Figure 2: Business Model Canvas of Rendel Cheesecake & Deco Perlis Shop

#### 3.1.1 CUSTOMER SEGMENTS

Customer Segments define the groups of people or organizations you aim to reach or serve. Every company needs profitable customers in order to survive. Using the business model canvas, you will determine what your customer segment(s) will be.

- Sweet Eaters

While a handful of sweets might seem like a foreboding health nightmare, there's little need to feel guilt about the occasional sweet. On the contrary, there are some surprising benefits of eating sweets. Whether you are thinking about boosts to energy or lowering levels of stress, sweets can help get you and your body through stressful moments, and in the right quantities can be beneficial to your overall well-being. For example, eating cheesecake is one of the foods that sweet eaters love.

In this case, one of the customer segments for Rendel Cheesecake are sweet eaters. Pastries are a delightful treat for anyone with a sweet taste, but sweet eaters in particular desire to go for the most mouthwatering cheesecake in town. As Rendel Cheesecake guarantees, it will not be the same as other bakeries that sell cheesecake. Customers will be astounded by Rendel Cheesecake's incredibly delicious, fluffy cheesecake, which comes in a variety of varieties to suit every taste, from sweet to savory.

- Family

Families with young children are also likely to order their cheesecakes because it is convenient for parents to do so and most young children also have a sweet craving. Furthermore, families can order cheesecakes from Rendel Cheesecake for birthday celebrations or other events which is very convenient and saves a lot of time. Purchasing cheesecake from Rendel Cheesecake will be the perfect choice for them as they are seeking high-quality cake choices that do not require a lot of time to make and are affordable.

### **3.1.2 VALUE PROPOSITIONS**

Value proposition provides a unique combination of products and services which provide value to the customer by resulting in the solution of a problem the customer is facing or providing value to the customer. This is the point of intersection between the product you make and the reason behind the customer's impulse to buy it. A product can have a single value proposition or multiple value propositions.



- Best Service with Good Attitude

Good customer service means consistently meeting customers' expectations. Great customer service is quick, easy, personalized, and empathetic. Companies that deliver excellent customer service take the time needed to understand the needs of their unique customer base. Since customers are one of the key factors of a business' long-term growth, providing excellent customer service is crucial. Customers are always treated well and kindly by Rendel Cheesecake. Customers will feel at ease and satisfied with the way they are treated if they receive good service from them. Customers will feel glad to go to the shop again. As a result, Rendel Cheesecake's sales will increase as well as improve their business images. To conclude, customer service is important because it inspires customer loyalty and makes staff's jobs easier. This, in turn, helps businesses grow. By providing great customer service, Rendel Cheesecake can recover customer acquisition costs, retain talent, and foster brand loyalty.

- Delivery Services

Rendel Cheesecake offers many delivery options for customers. For customers' orders who live nearby the shop can be delivered by Rendel Cheesecake delivery man itself because they offer for selected areas only which is not far from 5 kilometers. Other than that, those customers who live farther than 5km will receive their orders from Foodpanda or Grab. Thus, Rendel Cheesecake not only helps their customers to save time and energy, but they also can improve their accuracy and increase productivity. Lastly, it also will save customers money because Foodpanda or Grab apps sometimes offer promotions such as 50% off or free delivery for customers through the app which are worth it.

### 3.1.3 CHANNELS

Channels describe how your company will communicate with and reach out to your customers. Channels are the touchpoints that let your customers connect with your company. Channels play a role in raising awareness of your product or service among customers and delivering your value propositions to them. Channels can also be used to allow customers the avenue to buy products or services and offer post-purchase support.

- Direct Selling

Direct selling, also known as person-to-person retail, is a business model where people sell products directly to other people. Direct selling refers to selling products directly to the consumer in a non-retail environment. For instance, the main channel of distribution for Rendel Cheesecake used to sell their cheesecake is through direct selling. Furthermore, usually the customers would prefer to buy the cheesecake from the store directly because they want the cheesecake to be freshly baked from the oven since it will taste more delicious and fluffy.

- Social Media (Facebook)

Rendel Cheesecake also has social media to reach out to their customers. They have been using social media to promote their product for many years. People nowadays keep updating their social media and use it at all times, making it the best place to market any business. Since this new era is more focused on technology, they decided to approach their customers through this channel. Customers can follow Rendel Cheesecake & Deco Perlis on Facebook for updates on new menus and products for the current season. These websites can link to it directly and easily interact. This is because social media was easier for customers to impress with their product. Furthermore, Rendel Cheesecake will keep these social media accounts updated on their premium menus and products, including the design, price, promotion, new launching activities, and other similar things. People will be more interested in purchasing the product if it continues to appear in their social media feeds.

### **3.1.4 CUSTOMER RELATIONSHIPS**

To ensure the survival and success of any businesses, companies must identify the type of relationship they want to create with their customer segments. That element should address three critical steps on a customers relationship: How the business will get new customers, how the business will keep customers purchasing or using its services and how the business will grow its revenue from its current customers. In the context of customer relationships, it shows how we interact with the customers and create a strong bonding with them. A strong building with the customers is important to ensure that the business operates successfully and gives benefits to the customers and improves customers' experience. Rendel Cheesecake & Deco bond their relationship with customers by offering friendly services, provide a loyalty card for customers and sell their cheesecake at an affordable price.

- **Friendly Services**

Rendel Cheesecake & Deco offers friendly service to customers who visit their shop as a way to stay in touch with them and makes customers feel comfortable around them so that they can repeat to go to the shop again. Rendel Cheesecake & Deco always greet customers with a smile and always be courteous and respectful. Due to that, it will improve customer satisfaction, loyalty and perspective towards the shop as well as improve their business images.

- **Loyalty Card**

A customer loyalty card is a customer retention strategy used by Rendel Cheesecake & Deco to develop brand loyalty. The loyalty rewards program is to reward customers who keep coming back to the shop for repeat repurchasing the cheesecakes. The more customers spend, the more loyalty points they earn. By consistently giving loyal customers rewards, coupons and special deals, they may feel more inclined to buy cheesecakes from Rendel Cheesecake and Deco.

### 3.1.5 REVENUE STREAMS

Revenues streams are the sources from which a company generates money by selling their product or service to the customers. And in this block, you should describe how you will earn revenue from your value propositions. Furthermore, revenue streams are the various sources from which a business earns money from the sale of goods or the provision of services. The types of revenue that a business records on its accounts depend on the types of activities carried out by the business. Generally speaking, the revenue accounts of retail businesses are more diverse, as compared to businesses that provide services. The main source of revenues for Rendel Cheesecake & Deco is the product's sales and delivery cost.

- Sales

Rendel Cheesecake and Deco earns its revenue primarily from sales of its product. They sell two types of cheesecake which are Chocolate Indulgence Cheesecake and Biscoff Cheesecake for RM45. People were willing to buy them because they offered delicious and more up-to-date flavoured, and because the shop offers delivery services which are easy for customers. Rendel Cheesecake and Deco sell their products both directly from stores and also through delivery. Other than that, Rendel Cheesecake and Deco are well-positioned to take on the festival season such as Hari Raya, Deepavali, Chinese New Year and Christmas and every other Malaysian Major city where the bakery products will be sold, and they are quite optimistic that they will meet their demand forecast for the festival season.

- Delivery Costs

Rendel Cheesecake and Deco also earned their revenue through delivery costs. They provide its delivery services but only in selected areas only. For instance, Rendel Cheesecake can deliver the cheesecake by itself if the customer's place is nearby their shop which does not require a lot of time, energy, and cost to get there. The amount of delivery charges depends on how far the customer's house is. As you know, Rendel Cheesecake and Deco only charges RM3 for customers that live not far than 2 km.

### **3.1.6 KEY ACTIVITIES**

The most important actions the shop needs to operate successfully, which is combined with resources; these activities are essential to create and deliver the value proposition. For example, the activities have to be identified in the company value chain for a supermarket, the key activities will include the storage and sale of the products, while for Microsoft, the main activity will be R&D. As for the Rendel Cheesecake shop, the most crucial steps Rendel Cheesecake must take to run their businesses effectively are known as key activities which include online marketing, making custom cakes, and delivery service.

- **Online Marketing**

Online marketing, also known as digital marketing, is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. Rendel Cheesecake uses social media platforms to promote and advertise its business products to the public. By using these online platforms, they can reach a wide target market and reach more customers. For instance, they are using Facebook pages to spread their marketing and sales materials daily. They use platforms such as Facebook because it is user-friendly and can easily reach targeted customers to attract them to visit Rendel Cheesecake shop in a short amount of time since people nowadays are always active on their own social media such as Facebook.

- **Manufacturing**

Besides selling, they also manufactured the cheesecake. Rendel Cheesecake offer includes daily fresh baked cheesecake. They produce their delicious cheesecake, with a varied selection of flavors from sweet to savory flavor according to their preferred taste. Walk-in customers can be selected and ordered from Rendel Cheesecake's premises. Besides, they produce a daily fresh baked cheesecake that suits customer tastes and preferences without burning a hole in the customer's pocket. Due to that, customers will be fully satisfied and definitely will repeat.

- **Delivery Services**

As we all know, Rendel Cheesecake Shop collaborates with FoodPanda and Grab as their key partners to deliver all the orders to the customers. However, Rendel Cheesecake also provides its delivery services but only in selected areas only. For instance, Rendel Cheesecake can deliver the cheesecake by itself if the customer's place is nearby their shop which does not require a lot of time, energy, and cost to get there. Unfortunately, those customers who live quite far from the shop

need to make orders through Foodpanda or Grab apps since Rendel Cheesecake only covers selected areas.

### **3.1.7 KEY RESOURCES**

- Efficiency of workers

Another important asset of the business is their workers. Rendel Cheesecake and Deco have a total of two workers, which consists of one full-timer and one part-timer. They are equally valuable because all their workers are members of the group's family and contribute to achieving business goals and objectives. Both of their workers are hardworking, efficient, and passionate in doing their work. As you know, workers are responsible for providing satisfactory service to customers at the store, which includes educating them about the products, making deliveries, and regularly cleaning the store. The workers also must understand how to approach the customer, attract the customer's attention, and assist the customer in selecting the product. They could even help market the product so that it is known to more people.

- Local Suppliers

The suppliers for Rendel Cheesecake and Deco are mostly restocked from a local bakery supplier named Eenie Ingredients Mart which was located at Kangar, Perlis. It was their top supplier at the moment since the bakery supplier had all the ingredients and items they needed. It was also quite close to their shop and the whole price was affordable. Lastly, milk products are taken from Professional Full Cream (Dutch Lady) and Full Cream Milk from Farm Fresh.

- Vehicles

Rendel Cheesecake and Deco used their own vehicles to do their delivery services. They use two cars to do the delivery service. However, they offer delivery services only for certain areas. This is good because Rendel Cheesecake and Deco will make side income & keep strong relationships with customers.

### **3.1.8 KEY PARTNERS**

The relationships that you have with other business, governmental, or non-consumer entities that support the operation of your business model are known as key partners. These could be links your business has with manufacturers, suppliers, business partners, etc. Undoubtedly, the connections you build will be powerful forces that propel your company forward in directions where doing it alone would be ineffective. These can be the connections a business has with vendors, producers, and collaborators. In Rendel Cheesecake and Deco, the key partners that support the operation of their business are equipment suppliers, raw materials suppliers, FoodPanda, and Grab.

- **Equipment Suppliers**

The first key partners for Rendel Cheesecake and Deco are the equipment suppliers from Selesa Utara Enterprise. Selesa Utara Enterprise is a store that supplies kitchen equipment such as a chiller, mixer, freezer, and other equipment. Rendel Cheesecake and Deco choose Selesa Utara Enterprise as their equipment supplier because their service is good and the cost of each piece of equipment is affordable compared to other suppliers.

- **Raw Materials Suppliers**

As you know, the Cheesecake Rendel Cheesecake Shop has many suppliers for eggs, flour, milk, cream cheese, kinds of butter, and other ingredients that are included during the process of making cheesecake. For your information, Rendel Cheesecake mostly restocked its ingredients from a bakery supplier named Eenie Ingredients Mart which was located at Kangar, Perlis. It was their top supplier at the moment since the bakery supplier had all the ingredients and items they needed. It was also quite close to their shop and the whole price was affordable. Lastly, milk products are taken from Professional Full Cream (Dutch Lady) and Full Cream Milk from Farm Fresh.

- Food Panda & Grab

Rendel Cheesecake Shop collaborated with Foodpanda & Grab as their rider to deliver their product everywhere and anytime through the Foodpanda app and Grab app. Grab & Foodpanda's service allows for expanding its customer base by making the business more visible and expanding its customer base. Foodpanda and Grab also help save time and energy. The customer doesn't have to come to the shop to order. Instead, they can use that time to do other things, such as work or spend time with family and friends. So, Rendel Cheesecake not only helps their customers to save time and energy, but they also can improve their accuracy and increase productivity. Lastly, it also will save customers money because Foodpanda or Grab apps sometimes offer promotions such as 50% off or free delivery for customers through the app which are worth it. However, it is a wise decision to use and choose Foodpanda and Grab as their key partners to deliver the orders.

### **3.1.9 COST STRUCTURE**

The cost structure in the Business Model Canvas refers to the numerous charges and expenses that a company must pay in order to run and provide its value proposition. It describes the business model's financial components. The cost structure of Rendel Cheesecake is manufacturing cost, shop rent, and cost of banner and flyer.

- Manufacturing Cost

The manufacturing cost of a bakery in the Rendel Cheesecake and Deco refers to the charges connected with creating bakery products. Raw materials, which include the cost of goods and supplies used to make bakery items such as flour, sugar, butter, eggs, flavorings, and packaging materials, are one of the costs. The next expense is direct labor, which includes salary and benefits for bakery employees who are directly involved in the production process, such as bakers, pastry chefs, and kitchen assistants. Aside from that, the cost of bakery-specific equipment and apparatus, such as ovens, mixers, refrigerators, and baking utensils, should be included in the manufacturing cost. The expenses associated with bakery-specific equipment and machinery, such as ovens, mixers, refrigerators, and baking utensils, should be considered as part of the overall manufacturing cost that this company needs to bear. Additionally, Rendel Cheesecake and Deco are responsible for covering the cost of packaging and labeling. This includes expenses related to packaging materials, labels, and any other design elements required for their product's packaging and branding.



- Shop Rent

The shop rent refers to the expense of leasing or renting the physical space where Rendel Cheesecake and Deco operates its business. It is a fixed cost incurred on a regular basis as part of the ongoing operations. Since Rendel Cheesecake and Deco rents the premises, they need to make monthly payments for the shop rent, which is an integral component of their cost structure.

- Cost of banner and flyer

Banners and fliers are often paid for by Rendel Cheesecake and Deco. The bakery company must first print the banners and flyers when the design has been finalized. The price covers printing equipment, materials, ink, and any further finishing choices like laminating or folding. This is followed by what happens during distribution. The bakery company is in charge of delivering banners and fliers to multiple locations such as local businesses, community centers, or specific areas. Additional costs may include transportation, mailing, or fees for partnering with distribution services.

## **4. FINDINGS AND DISCUSSION**

### **4.1 Findings**

#### **4.1.1 Low-quality ingredients are used in the cake.**

Following our visit and tasting of the store's goods, we found that while most of the cakes were tasty, the biscoff cheesecake and Japanese cheesecake were not quite as cheesy as they could have been. We also looked into consumer reviews from the Food Panda application, where one of the users complained that the cheese burns her friends had tasted too strongly like egg, giving them a terrible flavor. Since the cake was kept in the refrigerator for too long, the texture is no longer fluffy. It also affects how the cake tastes, as seen by the fact that their biscoff cheesecake no longer feels crispy and does not have the same fresh biscuit flavor. The cheese that is utilized also gives off an outdated, overused image. Customers who purchase and eat the cake may become ill from food poisoning as a result of this issue.

Besides, we discovered that some of the ingredients they used for the cakes are of low quality, which means that the taste of the cheesecakes will not satisfy the customers. Since they are a small business, I believe that some of the ingredients are of low quality to save their expenses. Additionally, we found out that the cream cheese for the cheesecake does not contain any gelatin. As a result, the cheesecake will be simple to melt after a few hours. To ensure that the cheesecakes taste well and can satisfy the customer's needs, we conclude by advising that Rendel cheesecake should use high-quality ingredients. Also, when creating cheesecake, gelatin should be used to make it less likely to melt. In general, because this bakery operates out of a house, the quality of the cakes may vary depending on how they are baked.

#### **4.1.2 The packaging employed lacks both security and appeal.**

Many individuals disregard packaging's significance. Yes, nice packaging can increase the appeal of your goods to clients. However, the main objective of packing is to safeguard your product. This is crucial for delicate foods like cookies and pastries. Packaging keeps your baked goods fresh and guards against damage or crushing. It will arrive in perfect shape when the product is well-protected, which is what you want for your customers.

Rendel Cheesecake currently serves its cheesecake in plastic containers that are sealed with staplers. Because the stapler itself could put consumers in danger, this packaging is inappropriate. Family members and sugar lovers are specifically their target market. In other words, it might involve those kids and would have a high chance of hurting them because of the stapler. As the owner of this bakery and home bakeries, she should be aware of the importance of first impressions. This is because the packaging portrays their brand, they must select packaging that truly depicts who they are as a company. Rendel Cheesecake must give priority to this problem because its packaging does not match the brand across all platforms, including its website and social media accounts. Customers will be able to quickly recognize your brand when they observe consistency, which may result in more sales.

#### **4.1.3 The strategic positioning of locations is not conducive to attracting customers.**

After doing some investigating, we discovered that the "Rendel Cheesecake & Deco" business area lacks both strategy and an ideal position. One of the reasons is that this retail area, which is in Taman Seri Wang, Arau Perlis, is situated in a location where people rarely pass by and it is not an area that is the attention of many people, especially individuals who pass by and maybe 'interested' only in residents who live nearby. It might qualify as a low-visibility area. Customers must also pick up their cakes at the specified place, at their shop in Taman Seri Wang, because it is a home-based business. Some visitors might not be familiar with the area, which could lead to them getting lost, but this is not a major problem because their shop offers directions on Google Maps or Waze. Simply said, having a "good" location strategy enables you to find the ideal location that is in line with your company's demands and goals, enabling your company to maximize opportunity while lowering costs and risks.

#### **4.1.4 Insufficient utilization of social media marketing**

Rendel Cheesecake & Deco only uses Facebook as a marketing tool for the company. Low engagement and involvement with other people to learn about their goods may result from this. Low publicity is one of the ways that Rendel Cheesecake's business has been affected by social media marketing. Social media platforms like Facebook, Instagram, and TikTok drive significant traffic to these websites. Every minute, millions of individuals visit these websites. A company gains from getting extraordinary publicity whenever it offers its merchandise on these social media platforms.

Besides, Rendel Cheesecake Bakery does not keep an eye on its online reputation. This is highly risky because social media can occasionally be useful for revealing what consumers think about a company's goods. This implies that marketing managers can correct any inaccurate material that has been shared on social media. The current state of the situation demonstrates that Rendel Cheesecake Bakery is unable to control its online social media reputation. This is a result of the bakery's marketing department not paying attention to internet opinions from both potential customers and current ones. This is very important since competitors providing inaccurate information without being aware of it could harm sales. Therefore, it is pretty clear that the bakery does not effectively handle the bad opinions that are frequently shared on social media sites like Facebook.

## **4.2 Discussion**

### **4.2.1 Utilizing top-notch ingredients elevates the cake's flavor to a premium level.**

After reviewing Rendel Cheesecake Shop, we found a lot of problems that need to be improved to satisfy customer needs and improve their image as a successful business. One of the problems we found out is that the cheesecake is easily melted after several minutes. The main cause of the cheesecake simply melting is that they do not include the gelatine during the cheesecake process. As a solution, they need to use high-quality ingredients such as high-quality gelatine in the cheesecake because it is a thickening agent that converts a liquid into a solid. As a result, the cheesecake will not melt easily. Better than anything else, quality ingredients give the baked goods more flavor, especially towards their main product which is Cheesecake. Low-quality foods lose their flavor over time, but high-quality, fresh, preservative-free ingredients give each component its true flavor. More importantly, it's crucial to remember that nutrient content couldn't be increased by using lower-quality components. Making the best-baked products requires using ingredients that are top-quality, fresh, and scientifically proven to be healthy and nutritious. They'll enhance the flavor and appeal of their cakes, making customers want them more.

#### **Advantages:**

Help businesses stand out from their competitors.

#### **Disadvantages:**

Charge a high price for cakes.

#### **4.2.2 Creating personalized packaging with sturdy paper boxes ensures enhanced security**

The company should use product packaging using paper boxes to serve the cheesecake. This is because using paper box packaging can preserve the cake longer than in a plastic box. The cost of using plastic packaging and box packaging is in the same range of price. Thus, this packaging would not make the owner lose. Moreover, this packaging is safer rather than using a stapler to seal the packaging. Box packaging also will prevent the cake from melting faster than serving it in a plastic box. This will make customers more satisfied and enjoy having food. Excellent air circulation provided by paper packaging helps preserve cake freshness. Bakery products must be packaged in breathable containers because sealed ones may leak and alter their flavor. Paper packing keeps food fresh by preventing moisture from condensing inside. Paper is unquestionably environmentally friendly; it has no adverse effects on the environment or the natural world. A step toward a greener tomorrow is taking care of the environment today.

##### **Advantages:**

Shield the cakes from damage and contamination, keeping the cakes clean and fresh.

##### **Disadvantages:**

Could potentially leave oil stains

### **4.2.3 Relocating to a more captivating location to attract customers.**

Choosing a business location is not something that can be done on a whim—it's a crucial step in starting a business. First things first, the business location you choose will depend on the type of business you operate. So, we will take priority to consider when choosing a good business location. Among them are deciding on a business location type, making sure the business location is within your budget, having good security, going where there is demand, the growth potential, and so on. For "Rendel Cheesecake & Deco", we found that their business location is most related to the above factor of where they should go where there is demand. For now, their business location is so gloomy, where people rarely pass by and does not become a place that attracts a lot of attention. Only residents who live in the nearby area, Taman Seri Wang are the ones who frequently pass by the area. So, we felt a great loss when they couldn't make use of their business product (cheesecake) successfully as we believe that their cheesecake is a great product that potentially will help them to grow. We found out that most of the customers' needs and strategic location for Rendel Cheese Cake is in Kangar, Perlis which is a developing urban neighborhood and a recent center for many sellers. Since Kangar is the main focal point, customers can choose from a variety of cafés and eateries. The population of the region is also made up of people of different ages, which will increase demand for their product.

#### **Advantages:**

A company's performance over a long period can be greatly improved

#### **Disadvantages:**

lose existing clients because the majority of their regular consumers are residents.

#### **4.2.4 Enlarging their presence and increasing engagement on their social media platform.**

Rendel Cheesecake only has a Facebook platform to promote its business. This may lead to low engagement and engagement with other people to know their product. The company may do marketing strategies using the platform Instagram, and TikTok or do flyers near the shop. This may increase high traffic and attract customers to reach the Rendel cheesecake. This may be a good opportunity for them to grow their business as Rendel Cheesecake just does the business from home. TikTok is an effective marketing tool that can help small businesses, especially Rendel Cheesecake Shop, to reach a larger audience and boost their conversion rates. It enables them to present their goods and services interestingly and innovatively, which can draw viewers in right away. Aside from Facebook that they already started, the best option for them to start is an Instagram platform, where stunning, yet simply shot photographs of the baked goods they make, complete profile details, and positive, helpful engagement with people may go a long way toward marketing their bakery and boosting sales.

#### **Advantages:**

Boost sales by developing client networks and advertising

#### **Disadvantages:**

Social networking is instant and requires attentive daily monitoring.



#### 4.4 Recommendation



Figure 8: Logo of Cheesecakelicious Bakery

From the case study above, we want to set up Cheesecakelicious Bakery, a product-focused business that will provide clients with freshly baked cakes with a focus on healthy cheesecakes named Fitlicious Cheesecake. Cheesecake was chosen as the main product for our business. There are several reasons behind our decision to introduce a healthy cheesecake product which is one of it is customer demand. We have observed a growing demand for healthier dessert options among consumers. Many individuals are seeking healthier alternatives that align with their dietary preferences and goals. Besides, the market trend towards healthier food choices and wellness has influenced our decision. By offering a healthy cheesecake product, we aim to tap into this market segment and cater to the evolving preferences of health-conscious customers. Introducing a healthy cheesecake sets us apart from competitors who may primarily offer traditional, calorie-rich desserts. It allows us to differentiate ourselves in the market and attract customers looking for guilt-free indulgence. By launching a healthy cheesecake product, we aim to address these reasons and provide a delicious, guilt-free option that aligns with the changing consumer landscape.

Our business's healthy cheesecakes stand out from other competitors for the following reasons: exceptional taste and texture. Our healthy cheesecakes are not only good for our customers but also incredibly delicious. We have perfected the balance of flavors and textures, ensuring that every bite is a delightful experience. Our commitment to using high-quality ingredients elevates the taste, setting us apart from competitors. Next, health-conscious ingredients which is we go the extra mile to source the finest health-conscious ingredients for our cheesecakes. Our focus on using organic, natural, and wholesome ingredients sets us apart from competitors who may rely on processed or lower-quality alternatives. We prioritize the nutritional value of our products, making them a healthier choice for consumers. We also pay attention to presentations in

which we understand the importance of visual appeal in the culinary world. Our healthy cheesecakes are meticulously crafted and beautifully presented. From elegant decorations to enticing packaging, we pay attention to every detail, creating a visually captivating product that stands out on shelves and social media. By focusing on taste, health-conscious ingredients, variety, transparency, presentation, customer-centricity, and brand reputation, our business's healthy cheesecakes truly stand out from competitors, attracting customers who prioritize both flavor and wellness.

Features provided by our bakery is a health-conscious menu which is our bakery offers a menu that focuses on healthier options. We will use high-quality, nutrient-dense ingredients, and may offer gluten-free, dairy-free, low-sugar, or vegan cheesecakes to cater to various dietary needs and preferences. The healthier Greek yogurt cheesecake has arrived to make some changes which are one of our features that are different from other competitors. To lighten up this traditional dessert, we've changed a couple of the components, and we think cheesecake lovers will really like this one. Greek yogurt is used in place of some of the cream cheese. Greek yogurt is a wonderful dairy-free substitute for cream cheese that gives cheesecake recipes a lovely tang. This cake's guilt-free, healthy cheesecake, which has less than 100 calories per serving, is prepared with Greek yogurt and created without the use of sugar or butter. It is so smooth, rich, and creamy. In addition, we utilize granulated sweetener erythritol to limit calories and carbs.

Since we believe that producing products of high quality is crucial, we will begin by establishing our business through local marketing and selling them to friends and neighbors. Outstanding products will result in word-of-mouth promotion and an expanding customer. Make contact with the businesses and community groups in our area. We will also open an online shop and relocate our cheesecakes to neighborhood restaurants or local vendors after we establish a reputation. To engage customers we will design a website that accepts credit and debit card payments. People who do not use social media to their advantage are often left behind in this high-technology era when it comes to building brand awareness. Given that customers prefer to place their orders online, our shop must establish an online presence because someone seeking cake will search for the most notable bakery around on Google which makes our website enter the scene in this situation.

## 5.0 CONCLUSION

By completing this case study, we gained knowledge about how Rendel Cheesecake & Deco, Perlis manages its operations and provides services to its clients. With this knowledge, we want to use the Business Model Canvas (BMC) to examine the company. We used the information we learned from talking to and interviewing Rendel Cheesecake & Deco, Perlis to identify their problems and areas for improvement. In order to come up with a solution and suggestions for the shop to increase revenue, we are doing this case study. A business needs a business model canvas because it encourages users to address essential issues and helps the organization visualize what is important. It can also be used by a team to clarify roles and come to agreements.

A business can utilize the Business Model Canvas (BMC) to help start-up teams understand how the building blocks are connected and how these connections can be changed to improve efficiency and effectiveness. The nine key elements of a Business Model Canvas (BMC) help firms define their operations thoroughly, succinctly, and unambiguously. Putting your attention on things other than product development gives you a competitive edge to launch a flourishing start-up. As aspiring business owners, we should be able to research the market to develop a fresh endeavor. Moreover, while doing this case study, new entrepreneurs like us may gain new experience and can implement all the knowledge while we set up our own company. Through this case study also, we will be aware of the cons and disadvantages of the Rendel Cheese & Deco company and will produce better products and services to be a good rival to the shop. This case study will surely give us more information and knowledge on how to build a successful company from scratch until we achieve our goals.

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## 7.0.APPENDICES



*Figure 3: Rendel Cheesecake & Deco shop is above Roti Ronda Shop*



*Figure 4: Rendel Cheesecake & Deco shop stairs beside Roti Ronda Shop*



Figure 5: Biscoff Cheesecake Square Cake



Figure 6: Biscoff Cheesecake Round



Figure 7: Chocolate Indulgence Cheesecake



Figure 8: Chocolate Lotus