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TEKNOLOGI
MARA



CASE STUDY: COMPANY ANALYSIS
MENTEGA TERBANG CAFE

PRINCIPLE OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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TABLE OF CONTENT

	PAGE
TITLE PAGE	1
ACKNOWLEDGEMENT	2
TABLE OF CONTENT	3
LIST OF FIGURES	4
LIST OF TABLES	5
EXECUTIVE SUMMARY	6
1. INTRODUCTION	7-8
1.1 BACKGROUND OF THE STUDY	
1.2 PURPOSE OF THE STUDY	
2. COMPANY INFORMATION	9-13
2.1 BACKGROUND	
2.2 ORGANIZATIONAL STRUCTURE	
2.3 PRODUCTS/SERVICES	
2.4 BUSINESS,MARKETING,OPERATIONAL STRATEFY	
2.5 FINANCIAL ACHIEVEMENT	
3. COMPANY ANALYSIS	14-23
3.1 BUSINESS MODEL CANVA (BMC)	
4. FINDINGS AND DISCUSSION	24-25
4.1 FINDING	
4.2 DISCUSSION/RECOMMENDTION	
5. RECOMMENDATION	26-27
6. CONCLUSION	28
7. REFERENCES	29
8. APPENDICES	30

LIST OF FIGURES

	PAGE
FIGURE 1 : READY TO GIVE TO CUSTOMER	30
FIGURE 2 : COUNTER ORDER	30
FIGURE 3 : TAKE OUT CROFFLE FROM CROFFLE MACHINE	30
FIGURE 4 : DRESSING CROFFLE	30

LIST OF TABLES

	PAGE
TABLE 1 : ORGANIZATIONAL STRUCTURE	10
TABLE 2: BUSINESS MODEL CANVA (BMC)	14

EXECUTIVE SUMMARY

Mentega Terbang Café is a café that is selling croffle and beverage with service industry. Mentega Terbang Café is launched at Bandar Baru Lembah Selatan, Dengkil, Selangor. Known for its artisanal pastries, croffles and drinks, they took up the notch by serving quality selection of café meals for an unforgettable wholesome dining experience. In 2021, Mentega Terbang Café start with a petit version that opened its doors at Nilai Impian, Negeri Sembilan. A grab and go concept mainly to cater the neighbourhood residents and busy professionals. With simple yet appetizing menu to cater the fast crowds, the famous alluring pastries are also available for the sweet tooth lovers. Mentega Terbang Café does, however, encounter difficulties and issues in its line of operation. The main issues are that when customers consume croffles, their hands will get messy, the product is the same as that of competitors, and the croffle ice cream cannot be delivered in the appropriate packaging.

We were able to identify the findings and outcomes from this study that needed to be highlighted. They received a lot of feedback from customers who weren't happy with their product after selling a range of beverages to the public. Mentega Terbang frequently serves their croffle in a box and gives customers plastic gloves to enjoy the food, which is a messy method to eat because their croffle is served with a lot of dipping sauce and ice cream. Besides, Mentega Terbang is a new café in the industry, and they had to faces other competitors who offer the same products, like Madam Croffle, who offers the same croffle as Mentega Terbang. The delivery packaging also not suitable as they use containers that can't keep the ice cream croffle cold. The ice cream will melt fast and is not suitable for eating at home because it already begins to melt when it gets at the customer's home.

Therefore, a number of recommendations are offered for solving the cafe-related issue. The most crucial factor is that, since the croffle has a lot of dipping sauce, we found that if the croffle stick was replaced with an ice cream stick, it would be simpler for customers to eat the croffle without getting their hands messy because they could treat it like ice cream. Additionally, Mentega Terbang needs to provide a wider selection of croffle toppings to differentiate itself from other croffle-selling establishments and give customers a variety of croffle topping options. Finally, Mentega Terbang Café should use foam takeout boxes so that customers won't have to worry that their ice cream will melt before it reaches their home. as these boxes can last for 4 to 5 hours.

1.0 INTRODUCTION

1.1 Background of the study

Entrepreneurship education seeks to provide students with the knowledge, skills, and motivation to encourage students to start doing their own business. Principles of Entrepreneurship course, also known as ENT530, is a subject that provides students with guidance and exposure to the business world. For this subject, our assignment will require us to do a case study which we need to go for an interview at the companies, restaurants, or any other stores to know their performance or management strategy on how they run their business successfully. Then, we need to analyze the company using the Business Model Canva method and identify the problems or issues that the company has encountered.

As for our group, we decided to do the interview at Mentega Terbang Cafe at Dengkil, Selangor. We chose Mentega Terbang Cafe since it is easy for us to go, and we are familiar with the cafe. Besides, we chose them because their cafe has already become a well-known cafe since they have run their business for 3 years already.

This study is conducted to learn how the business managed to stay in the field with the existence of many competitors. Other than that, we also can gain experience on how to do an interview with people. When we did this case study, we managed to learn how to interview people, especially the big organization and learn how to communicate with them since we are still students and still in the learning process in business industry. Last but not least, after digging into the company problems and issues, we can also improve on achieving the company's target and objectives as professional entrepreneurs.

1.0 Purpose of the Study

The purpose of the case study is to learn more about the company's products and services. It is also an opportunity to gain a better understanding of their target market and customers, including their needs, preferences, and behaviors. We as a student may not just identify and analyze about Mentega Terbang's product or service, however, a case study allows a business in order to show how well their product and service can be used and how well the business chooses the best solution to be implemented to solves all the major problems. This case study is based on a real-life situation where existing problem in a business that needs to be solved.

Students can also learn how to use Business Model Canvas (BMC) to have a better knowledge of business models. BMC serves as the foundation for our business strategy. It is a visual graphic that can help us answer inquiries about our new business operation. Finally, students will be able to apply what they have learned in class to real-world and future business problems. It may motivate them to think more creatively and assist them in maintaining their technology business entrepreneurship. As a result, students may come up with new innovations for the company for dealing with the company's hurdles.

2.0 COMPANY INFORMATION

2.1 BACKGROUND



Mentega Terbang Café is founded by Nur Amanina. It is a café retail and online in Malaysia specializing in croffle and ice cream. Its first outlet and began trading in 2022 at Southville City, Nilai, Malaysia. Mentega Terbang also opened their first Pop Up Store at Damansara City Mall on 27-29 May 2022. Mentega Terbang Café is located at A-G-31, Savanna Lifestyle Retail, Jalan Bbls, Bandar Baru Lembah Selatan, 43800 Dengkil, Selangor. Their business hours are from 12 pm until 10 pm but usually before 10 pm to closing. Mentega Terbang Café is providing a lot of croffle. The croffle always baked fresh to ensure customers have a fresh crunchy and tasty. It come with a variety of topping.

2.2 ORGANIZATIONAL STRUCTURE

An organisational structure describes how tasks like task assignment, coordination, and monitoring help the organisation achieve its objectives. It has an impact on organisational activities and acts as the cornerstone for ordinary business practises. Additionally, it establishes who is eligible to take part in decision-making processes and how their input influences how the firm operates.

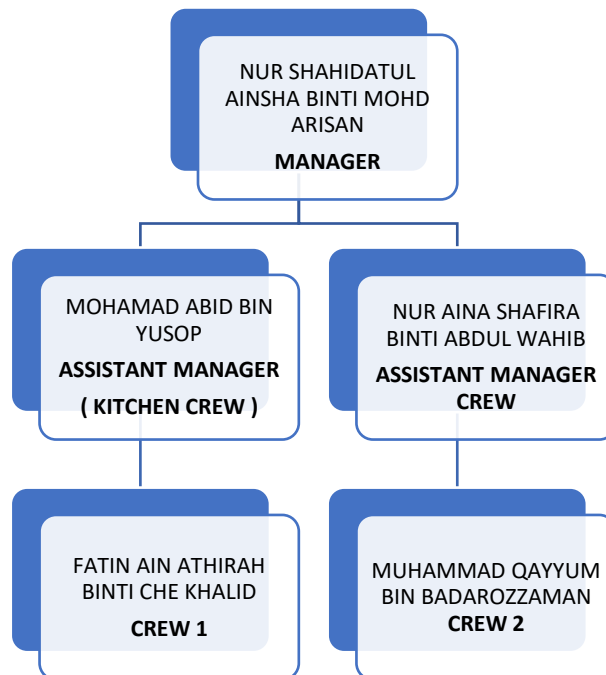


TABLE 1 : ORGANIZATIONAL STRUCTURE

2.3 PRODUCT/SERVICES

The bake croffles that this business makes are well-liked in Dengkil, Selangor, where it is produced. They decide to go forward with their plan to bake croffle because it is now common for individuals to eat on croffle in their free time. They also intend to promote this croffle. Despite their worries about rival businesses, they never felt under any pressure to compete because of the distinctiveness of their offering, a dipping sauce comprised of a variety of sauces. It is fresh and gives their baked croffle a distinctive flavour.

In addition to bake croffle, they also provide various drinks and desserts like ice cream. We have access to a wide selection of reasonably priced ice cream flavours and beverages. Mentega Terbang values its customers so highly that they provide dine-in and delivery options in addition to a vast array of goods and services.

2.4 Business / Marketing / Operational Strategy

I. Business strategy

Mentega terbang use product or service development strategy in their business. Mentega terbang offer customers a wide range of products and services since they value their customers so much by offering to eat dine-in or delivery. To expand and draw in more clients, Mentega Terbang opened a shop. Before this, mentega terbang only operated out of a little kiosk in front of the residence. Their shop is decorated in orange and yellow, highlighting the importance of butter. Additionally, the name "Mentega Terbang" was developed from the croffle's design, which resembles butterfly wings, and the words "Butterfly," which are "Butter" and "Fly," respectively. Additionally, the store's style is more contemporary and vibrant.

II. Marketing strategy

Mentega terbang offers affordable prices to their customer from RM8.00 for 1 piece and comes with dipping sauce. The prices is depends on how many pieces and types of croffle. The prices they offer is cheaper than other shops that sells the same product. For advertisement, Mentega Terbang use online platforms such as Facebook, Instagram, TikTok and website to promote their shop and product. to draw attention to their recognition that they have a croffle. Mentega Terbang frequently shares content on Instagram and Tiktok about their menu and how they prepare croffles for customers.

III. Operational strategy

Mentega Terbang values the goods and services it provides; as a result, it constantly asks for client input on what needs to be improved. Additionally, Mentega Terbang is concerned with how their croffles are produced and packaged. They have consequently got in touch with box packaging supplies to upgrade their box packaging. Furthermore, they establish themselves in this industry by producing their own authentic croutons using only 100% natural butter, which yields a fattier and crispier product that sets them apart from other croffle sold elsewhere. Mentega terbang provides frozen croffle items to customers to grow its business. Since they use their own secret recipe to manufacture their own croffle, they can also be considered distributor of frozen croffles.

2.5 Financial Achievement

Mentega Terbang's financial are solid and improving day by day as their sales exceed expectations. It is sufficient to cover the costs that include the purchase order from the supplier, salary and wages, machine, and equipment, and so on. This means that since its croffle went popular on the internet, this company has maintained high monthly financial stability every year and be able to improve their product and service quality.

In addition, Mentega Terbang's founder, Nur Amanina, stated that she plans to construct three more branches in another Malaysian state soon. We can see from this that they can generate a lot of profit and money. However, this company has a lack of product in their cafe because they only offer croffles. As we all know, rather of focusing just on one product, why not they just add another two or three additional products at their cafe so that customers have a variety of options to choose. Undoubtly, when there are more options for customer, there is more profit to be made.

3.0 COMPANY ANALYSIS

3.1 BUSINESS MODEL CANVAS

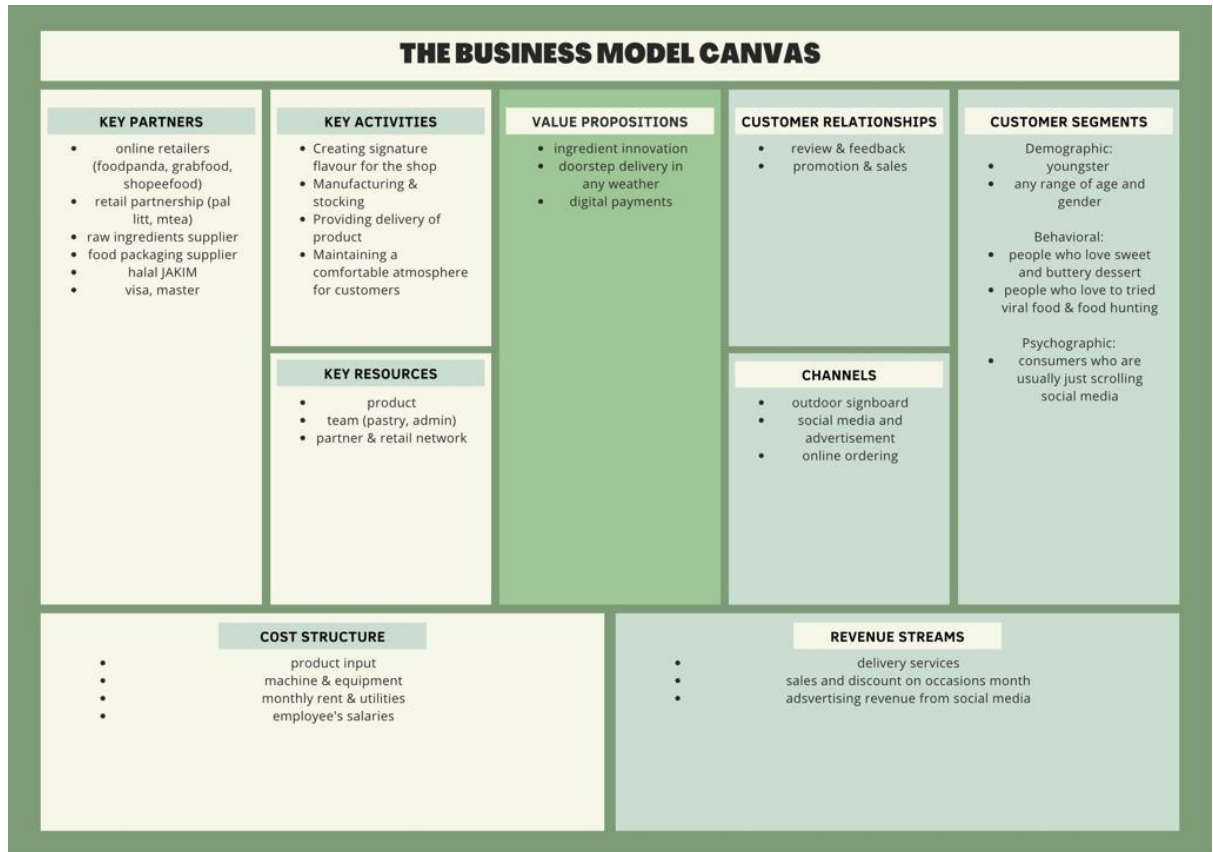


TABLE 2 : BUSINESS MODEL CANVA

KEY PARTNER

Online Delivery Platform

Mentega Terbang collaborated with Foodpanda, Grabfood and Shopeefood to deliver their product everywhere and anytime to their customers through these online delivery platform. This helps Mentega Terbang makes the ordering process easier and help to run their daily operations more effectively. On the other hand, when a consumer places an order online, they take their time to browse the menu and become familiar with any add-on discounts and specials that the business must be making available. The overall sale value per order may rise exponentially because of this.

Retail partnership

Mentaga Terbang collaborate with pal Litt and Mtea to tap into each other's audience base and resources. this type of partnership is formed between three brands with non-competing but complementary audience bases. The collaboration between flying butter has introduced a combination of croffle with ice cream while with Mtea has introduced a variety of interesting drinks to attract more customers. The collaboration with another brand helps to sell products to a wider audience and save acquisition costs.

Supplier

Mentega Terbang has many suppliers especially for raw ingredients and food packaging. For raw ingredients Mentega Terbang needs to have supplier to supply the flour, baking powder, sugar, butter every time. For food packaging, Mentega Terbang has custom a very cute and great food packaging for their customers to take home the croffle.

QR Pay/Visa/Mastercard.

Mentega terbang uses QR pay/ visa/ master as the payment method. QR codes payments are secure because rather than storing sensitive payment information, a QR code simply links the customer's payment app to their account. Customer payment data is encrypted by the payment app, so they're able to pay without sharing personal information like account numbers. Meanwhile visa and master card make payment easier and faster.

KEY ACTIVITIES

The activities necessary to ensure the Mentega Terbang shop is successful include:

Creating signature flavors for the shop

- It is crucial for the shop to create distinctive flavours through market research and experimentation to stand out from rivals and appeal to clients.

Manufacturing and stocking

- The success of the shop will be significantly influenced by the calibre and availability of the ice cream and croffle. It's crucial to always have fresh ice cream and croissant items on hand.

Providing delivery of products to customers

- The buying process of the products will be simpler for customers if the delivery method is effective. Apps and websites that facilitate ordering fall under this category.

Maintaining a comfortable atmosphere for customers

- The business should be created to offer a pleasant environment in order to boost consumer satisfaction. This can entail offering cosy chairs and enjoyable activities.

KEY RESOURCES

Product

The product is the croffle, which is a combination of a croissant and a waffle. Croffles are a unique and innovative pastry that offers a delightful blend of flaky and buttery croissant layers with the crispness of a waffle. They come in various flavors and can be filled with sweet or savory fillings, catering to different taste preferences. Croffles are designed to be a delicious and convenient snack or breakfast option that can be enjoyed on the go or paired with other food items. With their distinct taste and versatility, croffles offer a delightful twist to traditional pastries and attract customers seeking new and exciting culinary experiences.

Team (pastry & admin)

The team of skilled individuals working at Mentega Terbang is a valuable resource. This includes pastry chefs, bakers, kitchen staff, and administrative personnel who handle various tasks such as recipe development, production, quality control, packaging, marketing, sales, and day-to-day operations. Having a competent and motivated team is essential for the success of the business.

Partner and Retail Network

Partnerships: Mentega Terbang establishes partnerships with various entities to enhance its operations and customer experience. This may include collaborations with local suppliers to ensure a steady and high-quality supply of ingredients for croffle production. Partnerships with coffee suppliers can help offer a complete breakfast or snack experience to customers. Additionally, alliances with local businesses or event organizers can lead to joint marketing efforts or participation in community events.

Retail Network: Mentega Terbang can build a robust retail network by establishing its own physical locations or franchise outlets. These retail spaces serve as dedicated cafes where customers can visit to enjoy freshly baked croffles along with other offerings like beverages and snacks. By strategically locating the cafes in high-traffic areas such as at Savanna Lifestyle Retail, Dengkil, Mentega Terbang can attract a diverse customer base. Furthermore, partnering with food delivery platforms or online ordering services can enable customers to conveniently order croffles for delivery or pickup, expanding the cafe's reach beyond physical locations.

VALUE PROPOSITIONS

Ingredients innovation

- We provide a wide range of distinctive and tasty toppings. We use only the freshest ingredients to create each of our flavours, giving clients a really one-of-a-kind and satisfying experience.

Doorstep delivery in any weather

- We are aware that having to visit our shop in order to enjoy one of our sweets might be inconvenient. We provide delivery choices for our clients' convenience so they may conveniently enjoy our goodies without having to leave the comfort of their home.

Digital payment

- As you may know, the majority of clients increasingly choose cashless transactions. Don't worry, we have also offered a number of digital payment services, including QR codes and internet transfers. We're hoping that this would make it simpler for our consumers to visit our store and make purchases.

CUSTOMER RELATIONSHIPS

Customer's Review and Feedback

Mentega Terbang provide platform through their official website for the customer to give any feedback, comment and any complaint regarding their products and services. Through this platform, they can detect the problems and can make any improvements from time to time to satisfy the customers' needs.

Promotion and Sales

Furthermore, they also run promotions and sales on key occasion's month throughout the year, including Chinese New Year, Hari Raya Aidilfitri, Deepavali Day, and Christmas Day which all customers can enjoy from discounts on the day of the promotion and sales.

CHANNELS

Outdoor Signboard

Mentega Terbang can leverage outdoor signboards as a channel to attract customers and create brand awareness. Placing signboards strategically in high-traffic areas near their physical locations or partner retail outlets can help capture the attention of passersby, enticing them to visit the cafe and try their croffles. The signboard can display enticing visuals, the Mentega Terbang logo, and relevant information such as opening hours or special offers.

Social Media Advertisement

Social media platforms provide an effective channel for Mentega Terbang to reach a wider audience and engage with potential customers. They can create targeted advertisements on platforms like Facebook, Instagram, or Tiktok to promote their croffles and cafes. By utilizing captivating visuals, appealing descriptions, and incorporating promotions or discounts, social media advertisements can generate interest, encourage user engagement, and drive traffic to both their physical and online ordering channels.

Online ordering

Online ordering is a crucial channel for Mentega Terbang, enabling customers to conveniently order croffles for delivery or pickup. This channel can be facilitated through their own website or mobile app, where customers can browse the menu, select flavors, customize their orders, and make payments. Additionally, partnering with popular food delivery platforms, such as Foodpanda or Grabfood, expands their online ordering channel, allowing customers to discover and order croffles through these platforms.

CUSTOMER SEGMENT

Demographic

Mentega Terbang targets a wide range of age groups and genders. Their customer segment includes youngsters, as well as individuals across various age ranges, who are attracted to unique and innovative food experiences. The demographic focus is inclusive and aims to cater to a diverse customer base.

Behavioral

Mentega Terbang appeals to two specific behavioral segments. Firstly, they target individuals who have a preference for sweet and buttery desserts. These customers are likely to enjoy the indulgence and flavor profile that croffles offer. Secondly, Mentega Terbang targets individuals who actively seek out viral food trends and enjoy food hunting experiences. These customers are often adventurous in their food choices and are interested in trying new and popular food items.

Psychographic

The psychographic customer segment for Mentega Terbang comprises consumers who are often found scrolling through social media platforms. These individuals enjoy discovering new trends and experiences through social media content. Mentega Terbang's presence on social media platforms allows them to capture the attention of this segment by showcasing visually appealing croffle creations, engaging content, and enticing offers.

COST STRUCTURE

In cost structure, it describes the cost and expenses that their business will encounter while running the business. There are several cost structures that have been highlighted on how they will get the revenue from their customers such as product input, machine equipment, monthly rent & utilities, and employee's salaries.

Product Input

They generate all product costs when they purchase products needed such as croffle dough from their suppliers to serve the croffle to their customers. The product cost may be the same every month and may be different because the use of product input may increase and decrease when serving customers.

Machine & Equipment

Mentega Terbang Café generates machinery cost when purchasing machines such as croffle machine to serve the croffle to customer. They bought a high quality of machines so that there will be no defect during the services and lifetime uses of the machine will be longer rather than purchase a low quality of machines that have shorter time of lifetime uses and defect may be occurred during the services.

Monthly rental & Utilities

They generate rental cost because they have their own outlet in Southville City, Nilai, Malaysia to provides cleaning services for their customers. They pay the rental cost for their outlet every month for RM 1,500 as has been agreed in the agreement renting the outlet.

Employee's Salaries

They generate salaries and wages cost because they have their own employees. The salaries and wages they pay to their employees is every month and the minimum for their salaries is RM 1,200 following Malaysia's minimum wages per month.

REVENUE STREAM

Delivery service

- Customers who essentially buy things and utilise the delivery service to get them delivered produce this income stream.

Sales and discount on occasion month

- This revenue stream is generated from customers who physically visit the shop and purchase products.

Advertising revenue from social media

- Mentega Terbang stores may also make money by selling advertising to Instagram users or influencers who wish to show their products to their followers and admirers.

4.0 FINDINGS AND DISCUSSION

Based on our research on Mentega Terbang café, we had identified several problems in this business which is:

- 1) Easily get hands dirty.
 - Mentega Terbang often serves their croffle in a box and provides customers with plastic gloves to enjoy the croffle, which is a messy way to consume it. As their croffle is served with a lot of dipping sauce and ice cream, they did not provide customers with cutlery like forks and knives, which will make them feel uncomfortable about using their hands to eat it, which may get very messy.

- 2) Same product and services with competitor.
 - Mentega Terbang is a new café in the business sector, thus it has a lot of rivals around that sell the same thing, including Madam Croffle. There are some sellers who provide cheaper croffle prices, and there are some who offer expensive prices; thus, they must compete to attract customers' interest in engaging in business with them.

- 3) Delivery packaging for croffle ice cream.
 - Food delivery services like GrabFood, Foodpanda, ShopeeFood, and others are available by Mentega Terbang. However, when a customer wishes to order croffle ice cream to be delivered, the ice cream will melt fast and is not suitable for eating at home because it already begins to melt when it gets there. This is because they use containers that can't keep food cold. However, this problem can be fixed if Mentega Terbang improves the level of ice cream packaging to make it more durable so that it won't melt when you take it home.

Solutions to findings

- 1) Add on ice cream stick in croffle.
 - Mentega Terbang café is based on dessert food which is ice cream and croffle the combinations between croissant and waffle. Since the croffle has a lot of dipping sauce, we discovered that if the croffle stick in with an ice cream stick, this will make it easier to consume the croffle without getting the hands dirty. Besides, we can eat it anytime, anywhere even in the car or while travelling or walking, without having the trouble to wash our hands after eating.

- 2) Provide different topping for croffle.
 - Mentega Terbang should offer a wider variety of toppings for their croffle to set them apart from other croffle-selling outlets. We'd advise them to include toppings based on the season in Malaysia, which is when fruit is in season; they might provide toppings like durian, rambutan, and mango. Plus, they can flavour their croffle with things like coffee, chocolate, and strawberries. Their croffle's colouring will differ alongside to how it tastes and looks.

- 3) Foam takeaway box for croffle ice cream.
 - Customers can use meal delivery services like GrabFood, FoodPand, and ShopeeFood to get ice cream and croissants without leaving their homes. Mentega Terbang suspects that since they constantly have online customers, the quality of their products will suffer if they deliver to their homes because it will take about 30 to 45 minutes to get there. We observed that Mentega Terbang needs to use foam takeaway boxes, which can last for 4 to 5 hours, to improve their delivery packaging. As a result, mentega terbang and their customers don't need to worry that their ice cream will melt before it gets to their house.

5.0 RECOMMENDATION

We ultimately founded Heavenly Treats in order to realise our ambition of owning a business that offers dessert treats like Mentega Terbang. Cronuts, a product that combines a croissant and a doughnut, are what we want to promote and sell most. Similar to a croissant, sheeted pastry dough is used to make cronuts, which are then fried. The pastry is then rolled in sugar, covered with frosting, and filled with vanilla cream. It is a better croissant than the one Mentega Terbang previously offered.

The cronuts are "pretty good." It tastes far less like a croissant and more like a doughnut. Even though it has the same appearance as a regular doughnut, the cronut has a crispy outside and a soft, sweet filling within. It should be shared with all pastry enthusiasts out there because this is the reason, we decided to offer the cronut product. We have more benefits than Mente Terbang has, despite its flaws and drawbacks. To make it simpler for our guests to consume from the cronut menu whether they are dining in or getting it to go, we will provide a plastic spoon and an ice cream stick. Customers won't have to be concerned about our sauces and toppings getting on their hands or clothes anymore. Considering that we always provide additional dipping sauce. Additionally, our business offers a wide range of intriguing dipping sauces that are uncommon in Mentega Terbang. The most intriguing and well-liked garnish is pistachio sauce. It costs a lot to create and is difficult to get pistachio sauce. The combination of pistachio nuts and white chocolate, with its fatty and sweet flavour, became popular.

One of the goods that distinguishes ours from the competition is the cronut. One of the benefits of our cronut product is that we utilise premium ingredients. To give them that rich, addictive flavour, we prepare all our cronuts using pastry that has been enhanced with Cornish butter. Additionally, we provide a range of fillings and toppings for our cronuts, including both classic and unusual flavour combinations. Although the jam-filled cronut is a well-known classic, our more unusual taste combinations, such as pistachio, matcha, and white chocolate, are huge hits. Cinnamon, apple and ginger, lemon and blueberry, and that perennial favourite, chocolate orange, are some of our other tastes. Lastly, all our cronuts are available for delivery or collection, making them a delicious gift to a loved one or, of course, a lovely treat for yourself.

We have considered every factor to realise our goal of starting a pastry company, and the results are something we can be proud of. There are several steps and methods we used to start our own business. We learn about nearby rivals and a decent location. We first choose a location with a lot of traffic, then we think about the type of pastry shop we want to start. Customers that may buy our pastries can be in a neighbourhood that contains cafes and coffee shops. In addition, we visit the Small Business Administration online for state-specific regulations, secure business licences, food safety, state sales tax, and federal tax employee identification numbers, and manage a pastry store. Before starting operations, pass a health department inspector's inspection. Next, create a menu, hire at least three welcoming local servers for the kitchen and front counter, and finish the chosen venue by creating a nice interior atmosphere. To draw in more customers, we'll build a menu that differs from the offerings of our rivals. Finally, contact neighbourhood food vendors to obtain the items we need for our menu, and we are prepared to celebrate the grand opening by inviting the neighbourhood to sample the cuisine at our pastry store. In addition, we will advertise our shop by distributing leaflets in key locations, including malls, to let locals know about new restaurants.

6.0 CONCLUSION

Mentega Terbang Cafe has started and operated a business in Dengkil, Selangor, since 2021, and they have run their business for 3 years already. Mentega Terbang Cafe conducts business through social media platforms such as Facebook, Instagram, and Tiktok and has gone viral with their cute and eye-catching interior design at their cafe. It is also done offline, by selling it in a shop and by word of mouth with customers. Even though Mentega Terbang Café has become viral and famous, a lot of rival cafes around it sell the same thing, including Madam Croffle. There are some sellers who provide cheaper croffle prices, and there are some who offer expensive prices. The business owner of Mentega Terbang Cafe, Nur Amanina, keeps encouraging all her workers to be truthful when communicating their product information to customers. The business will continuously concentrate on business strategies, particularly in production and marketing, to ensure that it is well-known among customers. Mentega Terbang Cafe is a business that strives to provide people with high-quality croffles with a premium taste. Not only that, but it also offers a high-quality, up-to-date product that caters to customers' ever-changing preferences.

The business owner remarked that there is no backup plan established in scenario in which something risky happens in the future, as well as a restricted online platform and no variations of the product that they are currently providing. These, in our viewpoint, should be evaluated by company owners to be prepared for what to do if something harmful occurs in the future, as well as to attract more people to buy their products. This is due to the possibility that their targeted customers would switch to other products, which could lead to losses rather than profits in the future. To summarise all we have discussed for the future of this company, it is strongly encouraged that the business owner has a backup plan prepared for when there are alternatives to implementing a multi-brand strategy and finding investors for their business. It is wiser and more prudent for them to pursue alternatives rather than just leaving their company without a backup plan, which is extremely risky for the company's future.

By doing this case study, we learned about how Mentega Terbang Cafe runs their business and how they serve their services to their customers. Knowing this, we want to analyze the company using the Business Model Canvas (BMC). We identified their issues and weaknesses using the knowledge gained through social media, article, and blogs about Mentega Terbang Cafe. As a result, we are doing this case study to develop a solution and recommendations for the cafe to improve revenue. Business Model Canvas is crucial and valuable for a company because it helps it visualize what is important and forces users to address critical areas. A team can also use it to understand relationships and reach agreements.

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8.0 APPENDICES



FIGURE 1 : READY TO GIVE TO CUSTOMER



FIGURE 2 : COUNTER ORDER



**FIGURE 3: TAKE OUT CROFFLE FROM
CROFFLE MACHINE**



FIGURE 4 : DRESSING CROFFLE