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PERLIS BRANCH, ARAU CAMPUS

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

CASE STUDY REPORT

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TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
1.0 INTRODUCTION	2
1.1 Background of the study	2
1.2 Purpose of the study	2
2.0 COMPANY INFORMATION	3
2.1 Background.....	3
2.2 Organization Structure.....	4
2.3 Products.....	5
2.4 Business, Marketing, Operational Strategy.....	7
2.5 Financial Achievements.....	8
3.0 COMPANY ANALYSIS	9
3.1 BUSINESS MODEL CANVA (BMC)	9
4.0 FINDINGS AND DISCUSSION	15
4.1 Findings	15
4.2 Discussion.....	16
5.0 RECOMMENDATION	18
6.0 CONCLUSION	19
7.0 REFERENCES.....	20
8.0 APPENDICES	21

EXECUTIVE SUMMARY

Llaollao is a company that has been established in 2009 and have many branches in Malaysia. Their mission to make their yogurt a product that is widely accepted for its enormous health benefits, as well as its extraordinary taste, with their customers being the inventors of their own creations, thanks to our infinite combination of topping. Their vision to be present worldwide, consolidating a stable, successful and lasting business model.

In this research. We have seen the problems, findings and results that need to be focus and highlighted. We were able to identify several numbers of problems that weaken and reduce the level marketing effectiveness of the product. The problems are lack of flavour option towards the customer, lack of advertisement and lack of promotion. Lllaollao have wide toppings but they do not have other flavour for their yoghurt. That is why some reviews said that the customers are bored with the basic flavour of Llaollao yoghurt. Other than that, Llaollao lack of advertisement were because they did not have great deal of advertisement for the older people. With the current situations older generation who are not quite familiar with the social media will face several problems. The fact of lack of promotion Lllaollao have, Llaollao does not have a lot of exciting promotion to offer to their customers. Because of this, they cannot reach their target market and goals. Llaollao should provide new several flavour for their customer to maintain the loyalty of them. With the new flavour, customers will not get bored because of eating same flavour over and over again. Lllaollao should focus on their promotion and marketing parts. The reason is to make their customers stay loyal and fully satisfied them. Lasty, with all the problems, these are the recommendation that we have come out with.

1.0 INTRODUCTION

1.1 Background of the study

Principles of Entrepreneurship, or ENT530, introduces students to business and gives them the skills they need to succeed. This course will teach students how to manage a SME through case studies. Students will need to interview and research their chosen SME to complete this task. After choosing a company to research, students will use the Business Model Canvas to analyse and classify its challenges. The Business Model Canvas (BMC) is a business tool for business model analysis. The students must identify the problems. For this case study, my team and I read about Llaollao, a frozen yoghurt company. The BMC identified Llaollao's revenue streams and value proposition. The fact that Malaysians are open to trying something new is a huge plus for Llaollao. This is because Llaollao provides customers with the opportunity to create their own unique flavours of frozen yoghurt using a variety of toppings. Customers can customise their orders to their preferences. In addition, the frozen yoghurt at Llaollao is favoured by the health-conscious because it's a lighter option than ice cream. In addition to being visually distinct, its singular flavour and texture set it apart from all other desserts on the market.

1.2 Purpose of the study

The research will be used to better understand the company's products and services and how they are received by the market. Also, you can pick up useful information about the inner workings of the company and how things get done. In order to come up with a solution that the business needs, students can use the provided data. Using BMC, we hope to gain insight into Llaollao's strategic direction, marketing, and operational processes in order to better address these pressing issues.

On the other hand, instruction on the Business Model Canvas (BMC) may help students gain a deeper comprehension of the tool. BMC is a visual representation of how everything at your disposal can be applied to a problem. Finally, students will be able to put their newly acquired knowledge to use in the workplace and in their own businesses. It will motivate them to keep going with their business ventures. Students can help the company with fresh perspectives and ideas to rise to the challenge.

2.0 COMPANY INFORMATION

2.1 Background



Ilaollao is a brand of frozen yoghurt starting from Europe. The concept that was launched in 2009 by Pedro Espinosa, who was 24 years old at the time and is now the CEO of the company, changed the sector. The basic idea behind the business was to roll out a modest network of stores around the Mediterranean coast.

Because the concept had such a significant impact on the market, Ilaollao opened more than 50 points of sale in two years, and then two years after that, they celebrated the launch of their 100th location. The years that followed were crucial for the brand's development on both a national and an international scale.

In the 13 years that Ilaollao has been in business, their consumers, who are passionate about the brand and loyal to it, have enjoyed their products in more than 280 locations across the world. This commitment has allowed them to provide a product that is of premium quality, nutritionally balanced, and entirely customizable thanks to the endless toppings. Let's not forget that over this time, it has been them, the customers, who have been the ones who have given significance and continuity to their brand.

2.2 Organization Structure



CEO



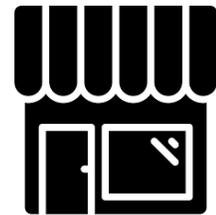
MARKETING
DEPARTMENT

- COUNTRY HEAD
- MARKETING MANAGER
- ADVERTISEMENT



SALES
DEPARTMENT

- COUNTRY HEAD
- REGIONAL SALES MANAGER



RESTAURANT
DEPARTMENT

- COUNTRY HEAD
- RESTAURANT MANAGER
- STAFF TRAINING
- CREW MEMBERS

2.3 Products

Products	Description
<p>1) Tub</p> 	<p>You get to pick everything at Ilaollao, including how your frozen yoghurt is prepared, and you have three options. Pick your preferred serving size, whether that's small, regular, or large.</p>
<p>2) Petittlao</p> 	<p>Our smallest product, ideal for children. Add the topping of your choice and let your kids enjoy a healthy, natural, and delicious product. (1 topping)</p>
<p>3) Llaoglass</p> 	<p>A product in a traditional yogurt pot. Add two toppings of your choice and enjoy your frozen yogurt in a unique format. (2 toppings). Remember that when you finish you can wash the pot and continue to use it in the home</p>
<p>4) Frappes</p> 	<p>Our frappes are here to stay. There is nothing more refreshing than a cold drink made with the best products. Enjoy the Ilaollao experience by adding frozen yogurt and don't let them get away! choose between our two varieties, mocha, and cream.</p>

<p>5) Fondue</p> 	<p>At Ilaollao we want you to choose what you wish to eat because variety is the spice of life. Therefore, we would like to present our fondue, a dish from Switzerland with many options for you to create your own dish. Three fruits, dark chocolate sauce and frozen yogurt are the ingredients to enjoy a moment invented just by you. Three fruits + dark chocolate sauce + frozen yogurt.</p>
<p>6) Smoothie</p> 	<p>These are lovingly prepared using a base of milk shake, made from natural yogurt, are always delicious and contain several beneficial nutrients for your health. You can choose your favourite fruits, crunchy toppings, or sauces to create your own personal combination. Frozen yogurt + two milk shake toppings</p>
<p>7) Waffle</p> 	<p>A good waffle is always appetizing, but if you also add the creaminess of our yogurt and the taste of one of our sauces you will reach that unique moment invented just by you. Enjoy waffle + sauce of your choice and optional yogurt</p>

2.4 Business, Marketing, Operational Strategy

Llaollao has a business plan that is completely centered on being an innovative product that provides value by being completely healthy and having low amounts of calories, calcium, protein, and fat in its composition. The fact that Llaollao is perceived as more than just a healthy product is a differentiating feature for the company, even though its major competitive advantage is a line of frozen yoghurt that is both nutritious and delicious. Instead, it presents an image of being fresh and young, one that is both wholesome and enjoyable.

In term of Marketing, although Llaollao is a multinational corporation that operates dozens of stores in different countries, but there are only 14 locations of the brand in Singapore. Most of their communication is carried out through the company's website, which features an uncomplicated interface and is straightforward to use. Llaollao conducts most of its communication on Facebook, where it has amassed approximately 17,000 likes. Hence, the pricing strategy used is premium pricing. Other than high quality products, the less price sensitive market that Llaollao targeted also made the premium pricing strategy possible.

Llaollao's healthy image is anticipated to connect well with the target client categories in Malaysia, which include young, educated, and rich professionals as well as teenagers with financial independence. This is because Llaollao plans to use Malaysia as a base of operations for their business strategy. They believe that social media networking is dominating the lives of youths. In term of competitor, they need to fight with other frozen yogurt, and other healthy ice cream & desserts like Tuttis, TCBY Malaysia and MooCow Malaysia. They always welcome healthy competition as it pushes us to keep improving. They find it unfair, as it also creates confusion among consumers, which they hope to address through their social media. Moreover, the colour green, which suggests that it is good for one's health, and the colour white, which suggests originality and straightforwardness, are the two colours that predominate in Llaollao.

2.5 Financial Achievements

Llaollao, a well-known brand of frozen yogurt in Malaysia, has reached a significant new financial benchmark by expanding its yearly income by thirty percent in comparison to the previous year and the year before that, bringing the total to RM12 million. Llaollao noticed an increase in consumer demand because of the marketing tactic that they have been using, which has made them viral all over Malaysia. As a result of this, their shop is always full of customers, and they have also been using high-quality ingredients in their products, which is why many people love it because it is suitable for its price and services. Because of their financial success, they were able to reinvest in the company and take advantage of new prospects for expansion. For example, they now have locations all over the world where they can serve customers. In addition to this, the company's financial success has established Llaollao as the most well-known frozen yoghurt brand in Malaysia and set them up for further development and continuing achievement in the years to come.

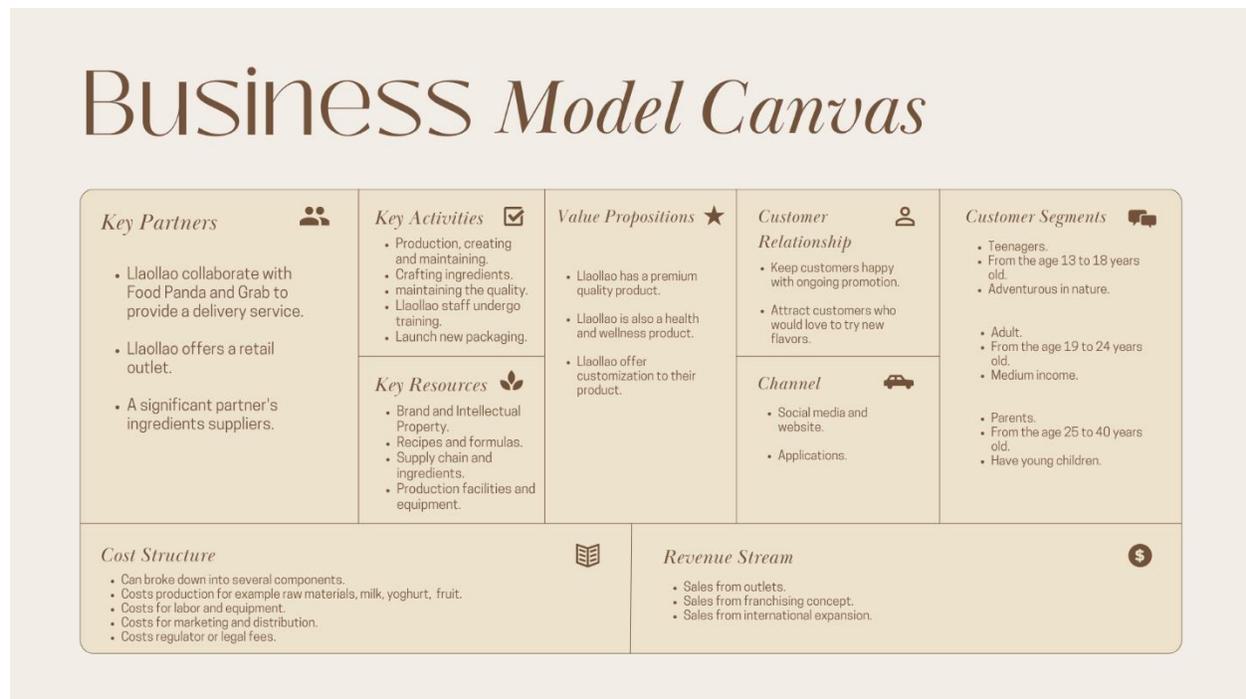
3.0 COMPANY ANALYSIS

3.1 BUSINESS MODEL CANVA (BMC)

Alexander Osterwalder proposed the nine "building blocks" of the Business Model Canvas design template in 2005, based on his past work on business model ontology.

The Business methodology Canvas is a conceptual management methodology for developing new or existing business models. It is a graphical representation of a company's or commodity's value proposition, infrastructure, clientele, and money. It enables firms to harmonize their operations through potential trade-offs. The purpose of this Business Model Canvas is to equip Llaollao for strategic management by developing and controlling what and how organizational goals may be achieved.

Furthermore, Business Model Canvas addresses the business purpose market and its ability to remain competitive in the industry to compete with new and established rivals. Business Model Canvas planning is also to prepare for future operations in the company marketing and financial plan, so that it is reorganized or updated in a way that achieves the business objectives.



- **Customer Segments**

Customer segmentation is the split of a diverse market into more consistent categories based on characteristics such as geography, demographic, psychographic, and behavioral. Consumer classification It is the splitting of a huge consumer or corporate market into subsets based on some type of common attribute, often consisting of present and future customers.

Llaollao offers three market niches for which goods were developed. For starters, teens aged 13 to 18, as they are typically a community that appreciates food hunting and discovering new local delicacies and sweets; they also use social media and like to discuss what the latest trends are all about. Finally, individuals aged 19 to 24 with a medium income are included in the section, as these age groups still adore and enjoy ice cream. Finally, parents with children are considered as being too young to purchase yogurt ice cream on their own, therefore their parents will do it for them.

Llaollao is a pioneer in zero waste for yogurt ice creams, and it eventually became one of the key contributors to our market share increase.

- **Customer Relationship**

Customer interactions are critical for making a great impression on customers. It is critical to ensure that customers have positive experiences with Llaollao since customers have certain expectations of each brand that they test. Llaollao consistently offers continual promotions to maintain the customer connection pleasant. This recurring deal will keep customers satisfied, and they will return for more. When a campaign is effective, customers will return for more and recommend Llaollao to their friends and family.

Llaollao also releases new varieties on a regular basis. This is done to keep clients engaged and prevent them from becoming tired of the standard tastes. Customers will be interested and curious to experience new and limited-edition tastes. As a result, people will flock to Llaollao to sample the new varieties. It is apparent that Llaollao values customer relationships. To sustain this relationship, Llaollao offers continuing promotions and introduces new flavors on a regular basis to keep customers pleased.

- **Key Resources**

Key resources are assets that must be maintained in order to sustain the business. These resources will keep the company running. It is also critical to ensure product quality so that clients are satisfied and delighted with the items. As for Brand and Intellectual Property, Llaollao's brand name, logo, trademarks, and intellectual property are significant resources that distinguish the brand from rivals and help customers recognize and trust the brand.

Next, Llaollao is likely to have unique formulae and formulas for its frozen yoghurt flavors, assuring consistency and quality across all of its locations. These recipes and formulae are essential resources that add to the brand's distinct flavor and appeal. Other than that, Llaollao relies on a dependable supply chain to get components such as yoghurt foundation, fresh fruits, toppings, and other associated items. It is critical to ensure a constant and high-quality supply of ingredients in order to maintain the brand's product standards.

Finally, Llaollao also have manufacturing or preparation facilities where they make or prepare their frozen yoghurt products. Yoghurt machines, storage facilities, freezers, and other relevant equipment would be required for these facilities.

- **Revenue Streams**

A revenue stream is the multiple sources of income or cash flow that a company or individual generates from its products, services, or assets. It represents the money that enters an organization, allowing it to pay its expenses, invest in growth, and make profits. Revenue streams can come through a variety of channels or activities, according to the nature of the firm.

Llaollao's main source of revenue comes from the sale of frozen yoghurt products. They provide a range of yoghurt flavors and toppings, allowing consumers to customize their yoghurt bowls or cones to their taste. The money is earned by in-store sales at their own outlet or franchised stores.

Besides, Llaollao operates on a franchising concept, allowing individuals or businesses to build and operate their own outlets. Franchisees often pay an upfront franchise fee, which provides them with the ability to operate under the Llaollao name and benefit from their proven business model.

In addition, Llaollao revenue stream is from their international expansion. The operations have spread beyond its home country of Spain, and it now has a global presence in a wide range of countries. The opening of new stores in international countries offers revenue growth prospects through greater product sales and franchise fees.

- **Value Proposition**

A company's value proposition is to integrate the items and services it offers to its customers. It is about what the company does or does not perform and who does it for. Customizability, design, brand, pricing, expense, risk, accessibility and usefulness of new features, and outcomes are some of the value proposition components. Although these three factors (pain remedies, goods, and services) must be addressed when developing a value proposition.

Llaollao value proposition is it is a premium quality product. Llaollao emphasizes offering premium frozen yoghurt made from natural ingredients. Their yoghurt is produced from skim milk and contains active cultures, making it a nutritious and tasty option for consumers.

Other than that, It is a health and wellness product. Llaollao positions itself as a healthier option to traditional desserts. Frozen yogurt is often lower in fat and calories than ice cream, and emphasizes the health benefits of their yoghurt, such as calcium and probiotics. Llaollao also focuses on the importance of using products that have a fresh ingredients and encouraging sustainability. They seek to use ingredients that are produced locally whenever feasible and to minimise their environmental effect by applying environmentally friendly practices.

Besides, Llaollao's offer customization to their product. It consists of a diverse selection of toppings and sauces, allowing consumers to fully customize their yogurt bowls. Customers are able to create unique combinations and cater to their own tastes with this level of customization.

- **Key Partners**

Key partners for Llaollao as depicted on the Business Model Canvas (BMC). Key partners are the groups and agencies that will be essential in the company's expansion. Additionally, it is an external individual or organisation that is worked with to enhance operations, activities, etc. Crucial to getting what you want and moving the firm forward. Llaollao. For instance, collaborates with Food Panda and Grab to provide a delivery service to its customers. Providing this service will increase transparency for prospective clients. Since the number of individuals who utilise the delivery service is so high, more people will likely check out what Llaollao has to offer. In addition, Llaollao offers a retail outlet where you may buy the frozen yoghurt. The customer walks in, selects the flavour and toppings they want, and pays for their frozen yoghurt. In addition, a significant partner's ingredients supplier is crucial. It aids Llaollao in obtaining premium and fresh products, such as yoghurt and others, for the purpose of making delicious frozen yoghurt.

- **Channel**

The term "channel" refers to how a company interacts with its customers to realize its value proposition and meet its various customer segments' needs. Understanding customer interaction is crucial. Digital marketing channels have existed since the internet's creation, but their definition has expanded. To reach their target market, the company must decide which marketing channel to use. Since everyone has a social media account, social media is widely used today. Thus, the Llaollao created their own social media account to market their product. Social media platforms include Instagram, Facebook, and TikTok. To familiarize consumers with the brand and product. Social media also allows Llaollao to interact with customers and get product feedback. They can improve their offerings and better meet their target market's preferences because of this. Llaollao also offers delivery. Call or use the app to place orders. Customers who are already working will appreciate this convenience. Delivery saves time and money for the consumer. Llaollao's entire menu is in the app, so users can pick and choose. The app's toppings, flavors, and other edible extras received the majority of comments and ratings.

- **Key Activities**

There are three types of key activities: Production is the process of creating, manufacturing, and delivering a product in large quantities and/or of high quality. Finding new answers to individual client concerns is referred to as problem-solving. Creating and maintaining platforms or networks. The key activities differ depending on the organization's Business Model. A product-oriented business, for example, includes research as one of its primary tasks. A company whose revenue is derived from third-party contracts must priorities channel management.

There are several key activities that are crucial for success. The main activity involves crafting and making the recipe, purchase ingredients, crafting a process for production, and maintaining the quality of the yoghurt. Other than that, Llaollao staff undergo certain training to ensure that customer service is in top notch, and that workers understand the processes of the business. Other than that, Llaollao launch their famous apple take away packaging. It is a container that allows customer to carry their frozen yoghurt. The packaging itself maintaining the product temperature.

- **Cost Structure**

The cost structure for a business model canvas for Llaollao can be broken down into several key components. First, there are the costs associated with production, including the cost of raw materials such as milk, yoghurt, and fruit, as well as the cost of labor and equipment. For equipment, Llaollao includes refrigerators and mixers. Then, for labor, Llaollao has wages for their staff members. Next, there are the costs associated with marketing and distribution, such as advertising expenses and transportation costs. Additionally, there are overhead costs to consider, such as rent and utilities for production facilities and administrative expenses like salaries for management personnel. It is also important to factor in any legal or regulatory fees that may be required to operate Llaollao. Finally, there may be variable costs associated with fluctuations in demand or changes in the market that must be accounted for. Overall, managing these various costs is crucial to maintaining profitability and ensuring long-term success for a Llaollao company's business model.

4.0 FINDINGS AND DISCUSSION

4.1 Findings

- **Lack of Flavour Option Towards The Customer.**

Llaollao is a frozen yoghurt shops in Malaysia that is famous for the wide toppings selection available at each location. However, some clients have voiced their dissatisfaction with the chain's limited flavour options. Recent research showed a 25% of respondents were unhappy with the limited flavour selections available at Llaollao due to the limited scope of the establishment. The fact that the restaurant only sells a few varieties of yoghurt, such chocolate, vanilla, and strawberry, was the most prevalent issue that customers had about the business.

- **Lack of Advertisement**

Llaollao does not have a great deal of advertising, unless you count what is done on social media platforms such as Facebook, Instagram, and a number of other similar websites. Younger people are going to benefit from this, but those older people who are not current on all of the latest technological innovations will discover that they are missing out on some of the most recent improvements. The failure to advertise this product via traditional mediums such as radio, television, and newspapers usually results in a reduction in the number of customers who purchase it.

- **Lack of Promotion**

Llaollao is a good choice for those who are attempting to lower their body weight as a result of the low number of calories that it contains. In addition to being beneficial to your health, Llaollao is an excellent choice for these folks. The fact that it provides not one but two different benefits immediately helps in for any possibly high cost that may be associated with purchasing it. As a result, the item may be regarded as an investment of value in its entirety. On the other hand, in the years to come, so long as there are some offers to be had, it will be a great deal simpler to bring in a greater number of clients. This is given that there are some deals available.

4.2 Discussion

- **Expand The Menu**

ADVANTAGE: The menu of Llaollao might be expanded to include a greater variety of flavors and toppings. Customers would have more options to choose from, and a larger variety of people would find the brand to be more desirable as a result. Additionally, there have been customers who have expressed that they are interested in seeing other seasonal flavors, such as pumpkin spice or peppermint bark. These customers would want to see these flavors made available. In response to these accusations, Llaollao has stated that the company is always searching for innovative ways to improve the overall quality of their product. In addition, there are plans to offer more flavors in the future for the flavor of mango will be the most recent one to be introduced to the menu.

DISADVANTAGES: Gelato is popular in Llaollao. Expanding the menu to include other food items could weaken the brand and make it harder to tell what Llaollao is known for. Next is, Llaollao is a franchise. Franchisees might not have as much power over the menu as corporate-owned locations, which could make expanding the menu more challenging. Lastly, Llaollao is a world brand. Expanding the menu to include items that aren't well-liked in all areas might turn off some customers.

- **Improvement on Advertising**

ADVANTAGES: It is unfortunate that Llaollao is not given proper consideration in any form of advertising. The advertisements are primarily concentrated on social media rather than any other venues. Because of this, older citizens are more likely to ignore commercials for Llaollao, which is a consequence of the fact that they have a larger a tendency to ignore such advertisements. Because of this, Llaollao is required to make use of more conventional methods of marketing, such as publishing advertisements in newspapers, applying advertisements to billboards, and handing out flyers to anyone who visit or pass by the Llaollao store. Even though everyone is already familiar with Llaollao, this will cause the market for Llaollao to grow to include more people of all ages. This will occur despite the fact that everyone is already familiar with Llaollao.

DISADVANTAGES: Given that Llaollao is a global brand, the cost will increase. Different cultures have different advertising preferences, which may make advertising in different countries expensive and difficult. It is possible for advertising to be quite costly, and if it isn't performed correctly, it may result in a waste of money. The next problem is one of oversaturation. When Llaollao advertises too much, it risks becoming challenging to potential customers and may even cause some of them to stop supporting the business. Last but not least is the negative reaction. It is possible that the advertisement for Llaollao may negatively impact the brand's reputation if it is ineffective or offensive.

- **Offer More Promotions:**

ADVANTAGES: Llaollao could offer more promotions, such as discounts, coupons, and loyalty programs. This would help to attract new customers and encourage existing customers to return. When producing new promotions, Llaollao should give careful consideration to the audience it is trying to reach. For instance, if Llaollao is trying to attract families, the restaurant may run specials that appeal to families, such as giving away complimentary meals to children or providing discounts for large orders. The date of Llaollao's promotions is another important factor to consider. For instance, during the summer months when there is a greater amount of competition from other frozen yoghurt company stores, it may provide specials and discounts. It is recommended that Llaollao advertise their sales and specials through a range of different platforms, including social media, email marketing, and in-store advertising.

DISADVANTAGES: First, it has a competition. When Llaollao gives promotions, it can put pressure on other companies to follow as well. This can lead to a price war that is bad for all the businesses concerned. The next point is Lower profit margins for Llaollao. Discounts or other incentives are frequently included in promotions for Llaollao, which can reduce the profit margin on each sale. Last is customer expectations. Once customers have familiar with promotions at Llaollao, they may expect them to keep on going. This can make it very difficult to raise prices or discontinue promotions in the future, according to Llaollao.

5.0 RECOMMENDATION

The desire to employ oneself is a dream that many people aspire to fulfil in their early stages of life, but how one can be one's own boss depends on a variety of things. Starting one's own business is one of the few ways to accomplish so, but creating a successful business takes a good combination of a strong idea and the drive to do it. We already decided to create a new company based on yogurt but with our own features and uniqueness. The name of our company is Mr.Yoghurt, because of we consist of 6 man as our business partner. Yoghurts are high in protein, calcium, vitamins, and living culture, or probiotics, which can improve intestinal flora. These can provide bone and tooth protection as well as aid in the prevention of digestive issues. On a weight-loss regimen, low-fat yoghurt can be a good source of protein. Probiotics may help to strengthen the immune system.

The new product that we like to introduce, instead of selling just one based white yoghurt, our company sell different flavour bases yoghurt. For example, strawberry, mango, and chocolate bases. The colour is different following the flavour that the customer chooses. For example, you will get pink yoghurt if you choose strawberry bases. These will make sure our customer will not get bored of our yogurts. They can choose and try different type of yoghurt that they like. Our company also provide many toppings for complimenting the yoghurt. Our low-fat yoghurt will likely attract people who does want a healthy kind of yoghurt.

We used Icelandic yoghurt for our base yoghurt. Skyr is another name for this lesser-known variety of yoghurt. While it's not as widespread, it's growing in popularity among Greek yoghurt fans. It is strained for a longer period, removing more whey liquid, and making it even thicker. It has less tang than plain Greek yoghurt in terms of flavour.

Other than that, we will introduce our own self service frozen yoghurt machine. The reason is, we want our customer to experience the fun activities for making their own yoghurt. They also can decorate their own yoghurt and toppings as much as they want and still get the same price depends on the size of the tub. Thus, this will give our customer the satisfaction and excitement that they want. Other than that, this will benefit a lot of people especially students and big family because they can get a lot of yoghurt, toppings but with a reasonable price. Next, we want to avoid long queue during the buying process. Especially, within the peak hour for example, the weekend, public holiday and more. With the introducing of our self-service yoghurt, this will allow our customer for complete customization to make their own yoghurt. They can choose the flavour of the yoghurt, toppings, and more.

6.0 CONCLUSION

As a result of this assignment, we have learned a lot about business model canvas for our company, Mr Yoghurt. We can also conclude from this assignment that we have learned how to effectively handle our business. Aside from that, we gain greater recognition for entrepreneurship, which we may be able to employ in the following years. Entrepreneurs will struggle to organize their businesses without BMC since BMC allows entrepreneurs to easily identify all challenges and concerns that arise in their businesses. Marketing is the best way to build our business since we need to promote our product to gain clients and draw customers' attention.

A business plan can be created using this business model canvas. All the information gathered in BMC may be used to create a stronger business plan because we are able to discover all of the difficulties, vulnerabilities, and possible businesses that can solve the problem that the customers have encountered. Based on the BMC, we can see that there are numerous ways that should be implemented to grow the company. As example, instead of selling one based white yoghurt, the company decided to add new flavor color which is strawberry mango and chocolate bases.

In conclusion, a business model canvas could assist Mr. Yoghurt in developing a successful business proposal. Furthermore, it enables the entrepreneur to determine whether they could invest their firm and promote their items more effectively.

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8.0 APPENDICES

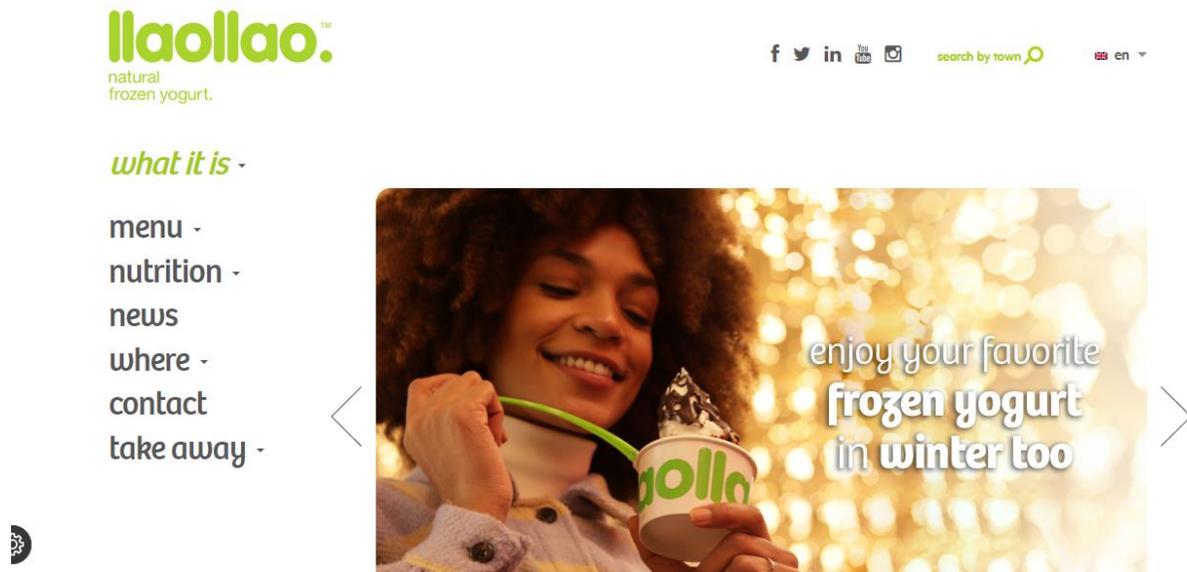


Figure 1: Llaollao Official Website



Figure 2: Product & Toppings