



CASE STUDY: COMPANY ANALYSIS MOM'S KITCHEN

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EXECUTIVE SUMMARY

The goal of this analysis case study is to conduct an analysis of the Business Model Canvas utilized by the business that was selected. In this case, our group decided to go with Mom's Kitchen, a home-based cake shop which is in Tanjung Tokong, Penang as our business of choice. This company's primary focus is on the production of Bento Cakes. Additionally, they offer a selection of additional services, including wedding cakes, a variety of desserts, gift boxes, and custom bouquets.

The findings that were gained from conducting an interview on this business suggest that there are a few issues that cannot be tolerated owing to the presence of certain conditions. For instance, they may have a limited number of distribution channels, which can cause them to miss out on opportunities to grow their business. They will receive less exposure because of their failure to benefit social media platforms completely. In addition to this, we discovered that they only limit the distribution of their products to a select number of regions. It is because maintaining the texture of the cakes is not easy. It will cost them more than what we expected. Furthermore, there was a shortage of bakers at Mom's Kitchen. With only two bakers in the business, it is likely that overwork and burnout will eventually set in. Lastly, after looking through all the posts on Mom's Kitchen Instagram page, we concluded that the packaging they use is too basic and plain. Designs that are unique and images that stand out to the consumer are great ways to build brand recognition and get their product's message across.

Despite the issues that have arisen, the company has differentiated itself from its competitors in the same industry by offering a wider range of products and services with high quality ingredients and affordable prices. It would then be a bridge for Mom's Kitchen to improve its public profile through extensive advertising on their main platform which is social media. To bring in new customers, they need a social media presence that is both reliable and interesting.

Based on the Business Model Canvas (BMC) analysis, we predict a successful future for this company due to the quality of its products and the many chances we see for it. This company has a great possibility of growing and succeeding if they commit to an aggressive promotional campaign, enhance their product quality such as their packaging design, and develop strong relationships with their customers.

1.0 INTRODUCTION

1.1 Background of Study

Assignments for ENT530, a required course at Universiti Teknologi Mara (UiTM), have been designed with one goal in mind, to get students thinking like entrepreneurs and to prepare them for the real world of business. Dr. Shafiq bin Shahrudin has been supervising students while they work on the assignments related to this topic in a face-to-face classroom setting.

This is a great chance to learn about developing as an entrepreneur, coming up with new ideas for businesses, creating opportunities for profitable businesses, and learning how to run a business with the correct strategies. This includes assisting them in learning about basic areas of business, such as administration, finance, sales, marketing, and operations. Additionally, not to mention other abilities that cover a wider range, such as adaptability, good communication, and self-confidence.

Students are given the task of interviewing a small medium enterprise company as part of the case study requirements. The goal of these interviews is to identify two or more issues that the company is facing. After that, the students need to evaluate the circumstances and come up with solutions for any problems that may have been raised because of the issue.

Therefore, this assignment has been a benefit in getting future business introductions, such as putting up a business, using social media for marketing, and applying business model canvas to investigate a company's characteristics.

1.2 Purpose of the Study

The study's primary goal is to educate future professionals about the inner workings of the production industry. Students may benefit from this approach since it allows them to see how the business or sector operates in practice. It is done like this so that when a student finishes their studies, they will be more prepared to deal with that setting. Moreover, the students can acquire the skills necessary to effectively communicate and interact with the sector of their choosing.

A nation's economy may benefit from the implementation of this plan by the organization or by individual firms. Aside from that, classes on entrepreneurship have been included into the syllabus of various other higher education institutions and government-sponsored programs. This strategy can help students learn how to become entrepreneurs by enhancing the skills that they already possess.

The case study approach also emphasizes the viewpoint of the customer. Focusing on a customer's experience with the product rather than the company's owners would be more beneficial. To put it another way, we get to describe the implementation of our product from the customer's point of view, including the process and the outcomes. Many companies fail to realize that they are making the same error by spending too much time discussing about themselves instead of balancing the website or platform with honest review by customers as well.

Case studies are an excellent method to shift focus away from your company and toward the experience of your customers. Potential will respond positively to this since they will want to achieve the same outcomes as the case study example.

2.0 COMPANY INFORMATION

2.1 Background

Mom's Kitchen is a business that sells cake and is run by a woman named Nur Iylia Natasha binti Zulkifli, aged 23 and married. This business only operates in Penang. She is a graduate from Management and Science University (MSU) with a Diploma of Culinary Arts. She was born and raised in a family of business-minded folks and at the same time runs a food-selling business. Therefore, she has the basic knowledge in handling food and at the same time is someone who is interested in doing business.

Mom's Kitchen was established on a small scale in 2018 because this business was only done as a part-time job at the time where only orders were taken from the closest people. However, when the covid-19 case increased rapidly, she began to dedicate her full focus to this business because she was unable to work when the Movement Control Order (MCO) was implemented. This is a home-based business where all purchasing and selling is done online, showing that she is an online seller.

She started her business by selling only cheesecakes, brownies, and creampuffs. All of this were done upon orders only. However, once she began to commit her full attention to this cake business, all of those foods were no longer her main priority. After a few months of doing this business, she began to set up a baking station in her house. In order to complete her whole setup, she used the profits from her business's early sales as well as some of her own savings. Her goal for this business is to have a physical store where she could run a cafe that sells homemade fresh dessert.

2.2 Organizational Structure

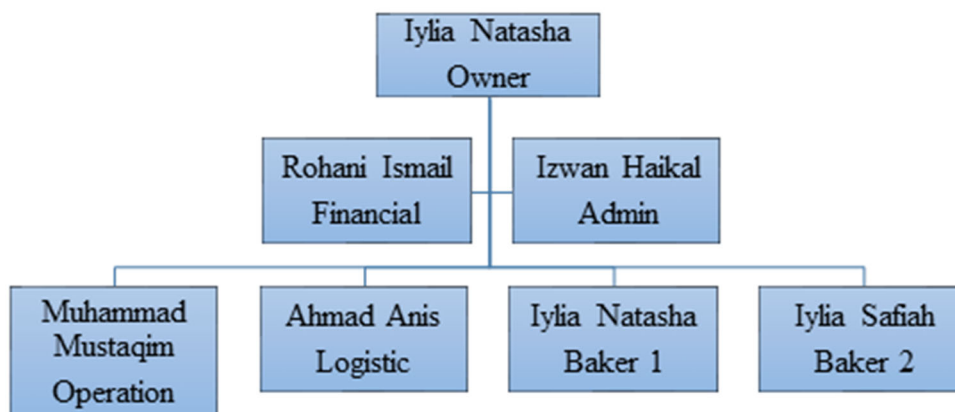


Figure 1: Organizational Structure

Attached above with the organizational structure from Moms Kitchen company. Organizational structure is a system that organizations use to specify their structures. Each job is specified, along with its purpose and organizational reporting structure. Organizational structure can also be thought of as the frame or perspective by which an individual perceives their company and its surroundings.

2.3 Product/Services

As mentioned above Mom's Kitchen sells cakes. The cake sold is fresh from the oven because it will only be baked upon order. Customers have the option of customizing the cakes to fit their preferences for taste and design. Here are some of the cakes that she offers to the customer:

- Bento cake



- Birthday cake



- Wedding Cake



- Brownies



- Cupcakes



Table 1: Product/Service by Moms Kitchen

Apart from cakes, she also sells other items that clients can combine with the cake into a package or gifts. Some of them are:




<ul style="list-style-type: none">● Flower bouquet  <p>MomsKitchen</p>	<ul style="list-style-type: none">● Surprise box  <p>MomsKitchen</p>
<ul style="list-style-type: none">● “Hantaran” tray  <p>MomsKitchen</p>	<ul style="list-style-type: none">● Fruit basket  <p>MomsKitchen</p>

Table 2: Additional product or package by Moms Kitchen

2.4 Business, Marketing & Operational Strategy

2.4.1 Business Strategy

A business strategy is a plan of action and decisions that a firm will take to achieve its goals and objectives. A business plan describes what the organization must do to achieve its objectives, which can help influence recruiting and resource allocation decisions. It is a strategy on how or what the business owner does to survive and expand the company (Indeed, 2022). These are some of the business strategies that were implemented by this company.

- Target Market

Moms Kitchen's target market is for both genders consisting of teenagers, family members, newlyweds and also cake lovers whose age is between 17 and 40 years old. Most of them usually make orders for birthdays, anniversaries, as thank you gifts, good luck wishes and so on.

- Online branding

Moms Kitchen frequently posts about their items on social media so that people are aware of what they sell. She also stated that when they first started this business, she always gave out free mini cakes to her small/closest circles while also requesting them to post about their comments on their social media platforms.

- Privacy policy

To protect both their clients and their business operations, this company make sure to provide their business policy. Customers' personal information, including their address and phone number, is collected under policies that are strictly used internally by the company to facilitate delivery.

2.4.2 Marketing Strategy

The marketing mix refers to the four main components of a marketing strategy: product, pricing, location (place), and promotion. A company can boost the chances of a product being recognised and purchased by customers by paying attention to the four components of the marketing mix listed below (Yasar, 2022).

- **Product**

The product or service being offered must meet the needs or wants of the customers. In terms of the product, Moms Kitchen offers tangible products as it is in a form where it can be perceived by touch. They sell mostly cakes that come with various types. For example, bento cake, wedding cake, cupcakes, brownies, “kek batik” and other flavour of cakes. Moreover, they also offer a service where consumers can request a package that comes with a bouquet or gift box that suits their event.

- **Price**

A product should be being sold at a price that is appropriate for consumer expectations—not too high or too low. Mom's Kitchen seems to have very reasonable cake costs. According to their catalog, the lowest price for a 4" basque burnt creamy cheesecake starts at RM17.00, while the main cake, the bento cake, starts at RM25.00. The price will increase upon additional design on the cake.

- **Promotion**

Consumers are to be convinced that they require these goods and that its price is reasonable through promotion. The promotions made are through Instagram, WhatsApp status and personal Facebook. They usually post about the feedback they receive from the customers about how they feel about the cakes that they purchased. Sometimes, they received a video from customers and they posted it too as feedback.

- **Place**

The location of the product's store is crucial for maximizing sales. Since Moms Kitchen is an online seller and sells freshly homemade cakes, they are located at the owner's own home in Tanjung Tokong, Penang. There is a specific place that is special for baking that is set up at home.

2.4.3 Operational Strategy

An operations strategy is a collection of decisions made by a company about the production and distribution of its goods. Organizations may view each step toward producing or delivering something to be an operation, and all decisions concerning these numerous operations form the operations strategy. As for Moms Kitchen, they use customer driven strategies to strengthen and maintain their sales and revenue. A customer-driven marketing strategy refers to satisfying consumers' demands in a more personalized manner and assists organizations in optimizing marketing ROI. For example, every time a customer complains that the cake is too sweet, they take it as a challenge and become more cautious when making next orders while also improving what needs to be undertaken to suit the customer's desire. In this approach, they could maintain a positive relationship with the customer.

2.5 Financial Achievement

A company's financial achievement is its financial success. Mom Kitchen's profit can range between RM2,500 and RM3,000 each month. This company's financial success is entirely dependent on the orders it receives. It will rise when they receive a large number of orders and fall when they receive fewer orders. This is after all operational and structural costs have been cut.

3.0 COMPANY ANALYSIS

Business Model Canvas

<p>8. Key Partner</p> <ul style="list-style-type: none"> i. Online payment(vis a/MasterCard/e-wallet) ii. Delivery agent (Lala Move) iii. Suppliers 	<p>7. Key Activities</p> <ul style="list-style-type: none"> i. Selling ii. Production iii. Marketing iv. Customizing v. Administrative 	<p>2. Value Proposition</p> <ul style="list-style-type: none"> i. Premium ingredients ii. Affordable price iii. Third-party delivery service iv. Latest design (aesthetic) v. Presentation of product 	<p>4. Customer Relationship</p> <ul style="list-style-type: none"> i. Promotion ii. After-sale service (warranty) iii. Delivery products iv. Discount v. Free gift 	<p>1. Customer Segment</p> <ul style="list-style-type: none"> i. Teenagers ii. Family iii. Newly Bride iv. Cake lovers
		<p>6. Key Resources</p> <ul style="list-style-type: none"> i. Employees ii. Transportation iii. Raw material 	<p>3. Distribution / Channels</p> <ul style="list-style-type: none"> i. Social Media ii. Website 	
<p>9. Cost Structure</p> <ul style="list-style-type: none"> i. Raw material ii. Transport agent fee iii. Marketing cost iv. Salary/commission v. Production cost 			<p>5. Revenue Streams</p> <ul style="list-style-type: none"> i. Sales 	

Figure 2: Business Model Canvas

In this business model canva, this section will discuss the elements that matter most and will have the biggest effect on business advancement.

3.1 Customer Segment

Customer segments help businesses get new customers, make people loyal to their brand, and make more people aware of their products. Based on the information we have gathered, we have found that Mom's Kitchen has a segmented market with several different market segments. The first group is teenagers and adults, and most of them order online. They are between 17 and 40 years old, and most of them order bento cakes and birthday cakes. The second segment is the family. People in this group are more likely to customize their own cake because they want to make it special. Other than that, Mom's Kitchen was also the bakery of choice for the newlyweds' wedding cake order. They also book a few months before a wedding. Besides, chocolate moist, chocolate seaside, and chocolate indulgence are popular cakes among people who like cakes.

3.2 Value Proposition

An effective value proposition is crucial for establishing trust with consumers and winning their loyalty. Mom's Kitchen featured a segment where they made a variety of unique cakes and desserts using halal ingredients, which may be consumed by Muslims. They prioritize using only the highest-quality ingredients in their products. They also have many different shapes for their large cakes, depending on what the customer wants. It also comes in different sizes, such as large, medium, and small. Also, each cake has its own benefits, especially when it comes to their newest designs. For example, they have different flavours of premium cakes with new designs, like an aesthetic design cake. For delivery, they use Lalamove for Penang Island delivery. Besides, they also value customer satisfaction and product presentation. Because of this, they only use products of the highest quality, but the prices are still affordable for their customers.

3.3 Distribution/Channels

Channel is an essential element of the business model. Channel describes how a company communicates with and reaches their customers to deliver their value proposition. Nowadays, we have plenty of platforms that can be used, such as social media accounts, websites, advertisements and many more. It is important to understand which pathway is best for the business to reach the customers.

As for Mom's Kitchen, one of their channels is social media where their business has an Instagram account (@momskitchenpng_). She uses this platform to run advertisements so that it can bring huge opportunities to reach and connect with potential customers. It is the easiest method for her to run advertisements by promoting posts about her business by sharing them on her Instagram's feed. Plus, using social media allows her to always keep updating her products so her Instagram followers do not miss any promotions, deals and so on especially when it comes to festive season. Being active in social media platforms allows her potential customers to know about her business existence.

Other than that, Mom's Kitchen also has their personal website. In today's modern world, there is an expectation for any reputable business to have some kind of online presence. Websites are useful tools to share information about her business with customers. Moreover, Mom's Kitchen website is easy-to-use that makes customers feel comfortable to search for their dream product. It is because, on that website Mom's Kitchen already provided the details of their product and will directly link to WhatsApp if the customer wants to make the order. It is super convenient to the customer because it can save a lot of time as everything they need is in one place and can be accessed at any time.

Increasing our social networking can help us to gain potential customers for our business. As for Mom's Kitchen, she also promotes her product in WhatsApp's status which means directly to her own personal contact, to some extent that will make her acquaintances tempted and will buy from her. In this era, everything is at our fingertips and from that, Mom's Kitchen is also using the TikTok platform to expand their existence in social media.

3.4 Customer Relationship

Customer relationship is a term used to describe the kind of relationship a company has with its different types of customers. There are a few different strategies that Mom's Kitchen employs to maintain its relationships with its existing consumers while also establishing new connections with its prospective customers. For instance, they promote a sale on their website and Instagram at specific times to attract customers. In addition to that, they provide service after the sale. If there is a mistake made with the delivery, the customer has the option of requesting a refund. For delivery products, they work with Lalamove runners to deliver cakes safely. Besides, they also offer a 10% discount at certain times for their customers who buy more than 5 cakes. Lastly, they also give free gifts such as tiramisu and batik cake for regular customers.

3.5 Revenue Streams

A revenue stream is a source of revenue of the business company. Revenue stream helps a lot in business to make it clear on how and through which pricing mechanisms our business model is capturing value.

Firstly, is the advertisement promotion of products on special days. It is valid for both online and offline business. She used social media platforms and websites that attracted huge amounts of traffic. As she knows, ads will generate a huge amount of traffic. That is one of the most standard methods of gaining revenue. This way is really effective to draw the attention of the customers on special days.

Next, Mom's Kitchen generates revenue from their primary activities, which is selling a variety of cakes such as bento cake, birthday cake, wedding cake, brownies and cupcakes. Furthermore, she also offers packages or gifts like flower bouquet, surprise box, "hantaran" trays and fruit basket that can combine with the cakes. This approach will make the business recognized for offering more than just cakes, but also other types of valuable packages and gifts. The more sales she makes, the more profit she will earn. Mom's Kitchen would try her best and apply a variety of strategies to ensure that sales continued to rise.

3.6 Key Resources

Key resources describe the most important assets required to make our business model work. It is critical for every business to have it because it is only from there that the company can generate a value proposition and revenues.

3.6.1 Human Resources

Employees are important who work for an organization in exchange for compensation and sometimes benefits. As for Mom's Kitchen, there are six employees with different positions, starting with owner, financial, administration, operation, logistics and bakers.

i. Owner.

As a Mom's Kitchen owner, Iylia Natasha is responsible for maximizing revenue, profit, cash flow, income and long-term net worth by consistently producing greater results and performance. Other than that, she needs to continually reduce cost and neutralize or eliminate weaknesses, risk and threat and develop strategic competitive advantage to combat increasing competition.

ii. Financial

As a Mom's Kitchen financier, Rohaini Ismail is responsible for managing money in a way that is productive and works in the best interest. Plus, to be financially responsible means to live within a person's or company's means, and doing it means spending less money than the money that's made.

iii. Administration.

As a Mom's Kitchen administration, Izwan Haikal supports the smooth running of offices by carrying out clerical tasks and projects. He will be typing up documents, responding to business enquiries, drawing up contracts and providing customer service. Moreover, he will likely be processing lots of information using a computer.

iv. Operation.

As a Mom's Kitchen operation, Muhammad Mustaqim, is responsible in managing the operations of a business to ensure efficiency in the execution of projects. It means that the individual in charge of the department will be required to perform various strategic functions such as product design, forecasting, supply chain management and delivery management.

v. Logistics.

As a Mom's Kitchen logistician, Ahmad Anis is responsible for organizing and monitoring storage and distribution of goods. So, the goal is to manage the entire order cycle to enhance business development and ensure sustainability and customer satisfaction.

vi. Bakers.

As a Mom's Kitchen bakers, Iylia Natasha and Iylia Safiah are responsible to ensure that the ingredients are sufficient, and the process of making the cake is going smoothly. Overall, they play an important role in raising the quality of taste for Mom's Kitchen.

3.6.2 Transportation

Since Mom's Kitchen is a home-based business where all purchasing and selling is done online, transportation also plays an important role in delivering this business. Without transportation, Mom's Kitchen cannot be completed until the customer has received the products. In order to ensure that customers completely received the products, Mom's Kitchen used one delivery agent method which is LaLa Move. After receiving the customer's product order from Mom's kitchen, then LaLa Move will straight away send the product to the customer's hand.

3.6.3 Raw Material

Other than that, Mom's Kitchen also needs a good quality of raw materials as the ingredients of the cakes are also substantial. The basic ingredients to bake a cake, they need a sufficient amount of flour, eggs, butter, sugar, salt, and baking soda. So, in order to keep the ingredients fresh and last long, they need to be stored in a good place, which means the physical resource helps a lot in producing their cakes. For example, the refrigerator, mixer, proofing cabinet, cake container and most important thing is the oven. Without all of it, their business will be unable to meet the demands and the needs of their customers.

3.7 Key Activities

Key activities can be defined as one of the most important things to develop and maintain to gain profit in the organization. Mom's Kitchen has four main activities which are selling, marketing, producing and customizing. As mentioned earlier, Mom's Kitchen sells a wide range of desserts including bento cake, cupcakes, cream puff, brownies and many others. In addition, Mom's Kitchen also offers bouquets and surprise boxes. Next, for marketing purposes, Mom's Kitchen uses a website as it makes it easier for the customer to choose the dessert that they want as the website contains sample pictures of desserts with a variety of types and prices. The website can be interpreted as user-friendly and convenient as it is easy for customers to access.

Other than that, Mom's Kitchen owns social media such as Instagram, just a minor Tiktok application, the owner's personal Facebook and Whatsapp to promote their business by posting pictures and videos. In terms of production, the founder and baker make their own cakes and desserts. Moms Kitchen also provides customized cake orders such as wedding cakes and bento cakes, as they are specialized in designing a cake to look like a minimalist aesthetic, flowery and cartoon. Other than that, Mom's Kitchen also creates a surprise box containing a whole bento cake with some chocolates and flowers according to the customer's preferences.

3.8 Key Partner

Key partners are companies or people with whom your company collaborates to develop a strategic partnership. Suppliers and distribution partners are two examples of significant partners in the supply chain. As for Moms Kitchen their key partners are more focused on their suppliers. There are three types of suppliers that they have which are raw materials, ingredients and the packaging. Other than that, Mom's Kitchen also has delivery agents and online payment as their key partners.

To keep the raw material and ingredients fresh, Mom's Kitchen gets it from the wholesale bakery store which is Deli Baking Ingredients and Aroma Baking Ingredients that is located in Penang near the Mom's Kitchen. The store supplies sugar, whipped cream, butter, fresh milk and many others. Mom's Kitchen chose Deli Baking Ingredients and Aroma Baking Ingredients as they sell high quality products with affordable prices. Meanwhile, for packaging or boxes, Mom's Kitchen purchases it from Shopee shop, Shopimadmall and Licorne Beauty and Fashion.

Another key partner for Mom's Kitchen is a delivery agent. Mom's Kitchen has picked Lalamove as its major delivery partner for customers who prefer their desserts or cakes to be delivered. This business chooses Lalamove delivery service because it is mostly using vehicles instead of motorcycles. By using a car, it can secure the condition and safety of the cakes. The chances for the whipping cream or frosting cake to melt is low when using a car. Next, the key partner for Mom's Kitchen is online payment. This business has successfully implemented online payment to make it more comfortable and faster for clients to purchase desserts and cakes. For example, visa, mastercard and e-wallet.

3.9 Cost Structure

This building block highlights the most significant expenditures incurred while following a specific business plan. There are five types of cost structure in Mom's Kitchen which is raw material, salary or commission, marketing cost, transport agent fee and production cost. Mom's Kitchen spends RM 500 roughly for raw materials in a month according to the number of orders. The salary or commission of a worker costs RM 1000, so the total would be RM 6000 as Momo's Kitchen have 6 employees including financial manager, admin, two bakers, operation and logistics. Mom's Kitchen only operates 5 days in a week. The total of working days would be 20 days in a month. Mom's Kitchen mainly uses social media to market their cakes and desserts so there's not much cost needed. Meanwhile, for the transport agent fee, the price starts from RM5 and above, followed by kilometers. For production cost in the Mom's Kitchen, a bento cake and desserts price is RM 25. However, the price might be different according to flavor and design on top of the cakes.

	Monthly	Other	Total
	Expenses	Expenses	
Particular	(RM)	(RM)	(RM)
Working Capital			
Salary/Commission (5 days in a week)	6000		6000
Manufacturing Cost			
Raw Material	500		500
Production cost			
(4" bento cake)	25		25
(Desserts)	25		25
Utilities (Electric and Water)	110		110
Other Expenditure			
Transport agent fee		5	5
Marketing cost		-	-
Total	6660	5	6665

Table 3: Cost Structure Calculation

4.0 FINDINGS AND DISCUSSION

4.1 FINDINGS

4.1.1 Have only a few of distribution channels

Based on the finding, we discovered that Moms Kitchen has an issue with having few distribution channels. This is because, they are just using Instagram, personal Facebook, WhatsApp & just a minor of Tiktok applications. In general, they are online sellers and social media should be used to the maximum extent to promote their products. Logically, no other platform is more appropriate than all of those social media unless they have a physical business where advertising their product on that channel is not the major platform that should be used. For an online seller, the channel of distribution is crucial because it affects how appealing our product appears to customers. This is because we can use that platform to create interesting content that demonstrates the product's uniqueness, capabilities, and value.

4.1.2 Only restrict distribution of goods to specific location

Besides, we found that they only restrict the distribution of goods to specific locations. We believe that this is a challenging process because they need to handle the cake that they wanted to deliver to the customer with great care. Realizing that the cake's texture is quite sensitive and can be easily ruined if it is not handled carefully. In this context, we are aware of people who are located away from the business area. In general, it is not intended for them to extend their range to people of other states, but to those who live in other districts within the same state. We assume that many people would be interested in trying their cake because it seems "mouthwatering".

4.13 Struggles with labor shortage

We discovered that Mom's kitchen struggles with labor shortage for the position of baker. If we look at the goods and services offered, there are several cake varieties with various designs and sizes for different events. According to the organizational structure, there are only two bakers, which is highly challenging for them and may result in exhaustion and a lack of motivation to work because of the workload. We believe that Iylia Natasha, the owner of Moms Kitchen, faces numerous challenges being both of the company's baker and owner, and with that she must consider a variety of issues to think about, also thinking about their business growth strategies at the same time.

4.1.4 Packaging is too simple

We discovered that the packaging utilized by Moms Kitchen is too simple and blank after reviewing all of the cakes presented on their Instagram account. Attractive and "aesthetic" packaging is one of the reasons why customers are interested in buying our products. It is claimed so because it appears that when we see cute packaging, we as customers are likewise interested in purchasing a product. For example, cute make-up products that catch our interest even if we don't use them frequently. Unique designs, vibrant colours, and eye-catching graphics can help to boost brand image and communicate the message of the product to the consumer. They can also make a product appear more expensive, enabling it to be sold at a higher price.

4.2 DISCUSSION

Based on the findings above, we determined that Mom's Kitchen only faced some minor problem which wouldn't really impact their revenue in the short term. We would like to discuss the problems and give some recommendations for their business.

4.2.1 Separate Facebook profile for their company only and expand their distribution platform by using Tiktok

Firstly, we would like to encourage Moms Kitchen to start a separate Facebook profile for their company rather than proceeding to use their personal account which is currently happening. As she posts about life, current issues, friends, family, and other topics unrelated to business on her private Facebook account, the timeline may not be well-organized. As a result, the customer may miss important information regarding the product they are trying to offer. After all, they can add more potential audience from various ages since Facebook is more familiar among older people compared to Instagram (which is her main channel of distribution). Moreover, if Moms Kitchen expands their distribution platform by using Tiktok; as they just used it sometimes, it will be more beneficial.

Advantage: Tiktok nowadays has become an application where most people use it every day, anytime and anywhere. The probability to expand the growth business is very high because we see that there are many people who have successfully practiced it, especially small businesses.

Disadvantage: It takes effort and time to come up with ideas and edit videos so that they seem interesting enough to post on tiktok,

4.2.2 Upgrade range of delivery location

Next, we suggest that they should upgrade their range of delivery. In this regard, we are concerned about individuals who live on Penang's mainland (e.g. Seberang Jaya, Bukit Mertajam, Butterworth etc.). This is due to the fact that cake delivery is only available to Penang Island buyers. This is due to the fact that cake delivery is only available to Penang Island buyers. We believe that the power of "word of mouth" is extremely beneficial to businesses. A good product will be the discussion of the people, which obviously benefits the business because it is free marketing.

Advantage: However, we are confident that there are customers who will not argue this issue if the goods they purchase are worth their money when it is good in taste and satisfied their taste.

Disadvantage: In this case, we assume that business owners are worried about charge delivery if they want to expand their location range because the cost is depending on the location's distance from the pick-up point which might be quite expensive for those who live far away.

4.2.3 Hire more worker (baker)

Since Moms Kitchen currently only has two bakers on board, she needs to hire another one or more. This will make work easier and reduce the owner's burden. Due to the fact that this profession is skill-based, look for a baker who has no experience in this area but has a high willingness to learn. In fact, the new baker cannot demand high pay so it can save in terms of cost to the company even if it requires some time to teach until they are experts.

Advantage: Therefore, the owner of the business does not feel pressured and stressed when receiving many orders at one time because he has employees who can help.

Disadvantage: It is time consuming to teach the new employee everything starting from the basics

4.2.4 Improve on product packaging

Moms Kitchen should improve its cake packaging by including stickers that display the company's logo. The sticker might represent their business logo, with details on how to contact them via the provided phone number and Instagram account. Furthermore, they can add accessories such as wool strings and ties such as ribbons to emphasize the neatness of the cake packaging. Meanwhile, it can also ensure that the packing is more secure when wrapped in this manner. Furthermore, to express gratitude to customers who purchase their cake, we suggest they should insert a small note paper with the words "thank you" in between the strings.

Advantage: Little things like this can make buyers feel appreciated, and the probability of them to purchase in the future is quite high.

Disadvantage: Owner need to invest their money on unnecessary things like wool string, marker pen to write notes and stick notes.

4.3 RECOMMENDATION

If we take a look at her business objectives, we can see that she aims to open a physical store where she can operate a cafe and offer freshly cooked desserts. Therefore, we would like to suggest that she expand her product line in the future to include foods like cookies, pastries, croffles (similar to waffles but made by cooking croissant dough on a waffle pan) and some beverages. We believe that customers demand for options so they may choose what they want. Meanwhile, business owners can develop their culinary skills and advance to a higher level. Furthermore, even if we enjoy dessert so much, we may become bored if we eat it often. As a result, we strongly suggest that Moms Kitchen expand their dessert menu beyond the cakes they serve right now.

5.0 CONCLUSION

In conclusion, the Business Model Canvas (BMC) is a crucial element of this case study of Mom's Kitchen. A business model canvas is a graphical representation of crucial business concepts and their interconnections. Using the BMC in this way can help businesses better understand their value offering, operations, consumers, and finances. Businesses can use the BMC to identify specific customer groups and tailor their products and services to them. Once the organization has identified and determined its target market segments, the next step in the canvas's development will be a brainstorming within the organization about the most effective ways to attract that market's attention. Because Instagram is where the majority of the company's target demographic spends their time online, the company has decided to focus its marketing efforts there. In this way, BMC helps in determining the company's primary focus and can be seen as a powerful tool for growth.

In addition, organizations that follow the BMC are better able to establish and define their value proposition. This is due to the fact that the value proposition is the most crucial aspect of every company. Every company, in fact, needs to give some thought to its value proposition. Business owners need to know who will buy their products and services and why they will need them to establish a price. The business's value must be aimed towards its intended audience.

At the same time, the findings of the issues and problems found while running this business are clearly obvious all throughout this case study. However, problems are never an

excuse to stop doing what they love. Therefore, solutions and recommendations are provided as a means of solving the issues that have arisen.

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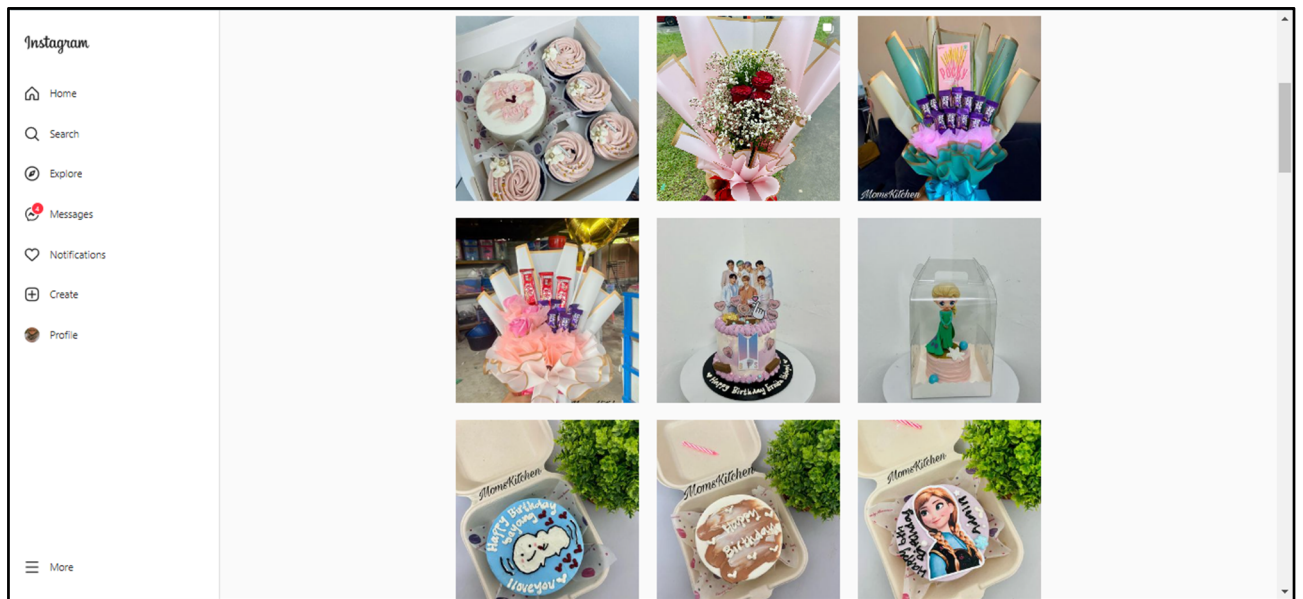
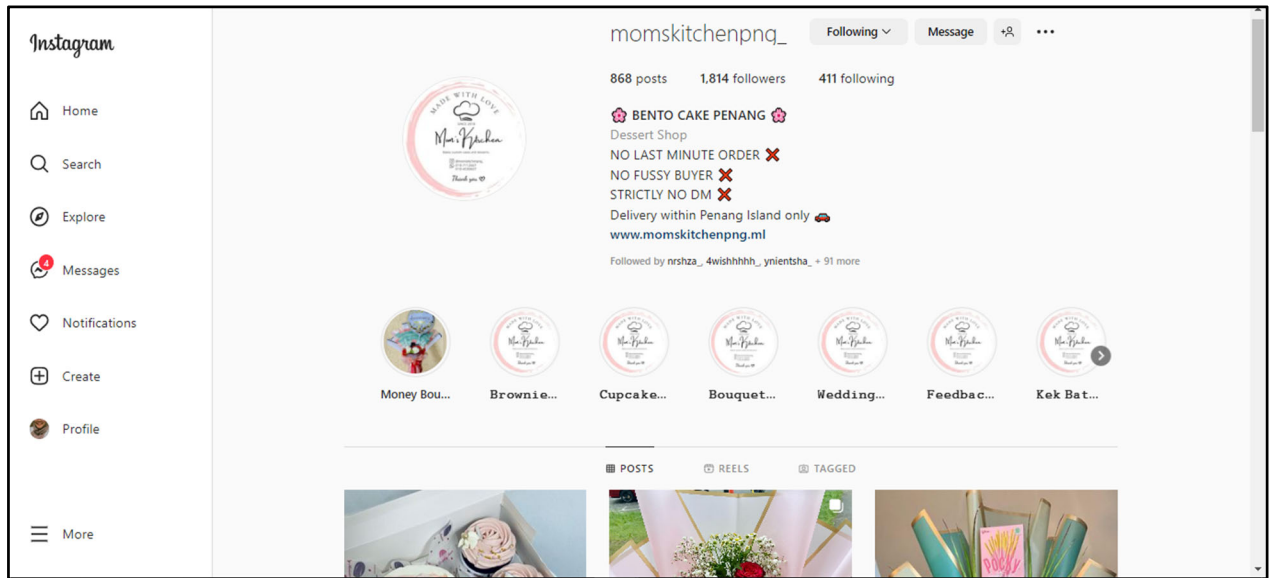
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APPENDICES



MOMS KITCHEN INSTAGRAM ACCOUNT



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◇ *MOM'S KITCHEN* ◇ Is A Home-Based Cake Shop In *TANJUNG TOKONG, PENANG*, Covering All Of *PENANG ISLAND*. We Bake Various Custom Cakes & Desserts From Halal Ingredients To Be Consumed By Muslims. The Most Important Thing Is We Only Use The Best And Premium Quality Ingredients To Ensure You Feel Satisfied With Our Products! Thank You For Supporting Us 🍪🍰🍰

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