

The Business Model Canvas

Designed for:

Designed by:
Kuih Raya " Dieha Cookies "

Date:

Version:

Key Partnerships 1. Rakan Kongsi Utama (Key Partners) Pembekal bahan mentah (kedai bakeri/ pasar raya borong) Pembekal pembungkusan (balang plastik, pelekat label) Runner/Syarikat kurier (Poslaju, J&T) Agen/Stokis (ejen dropship)	Key Activities 1. Aktiviti Utama (Key Activities) Membeli bahan mentah berkualiti Membuat/membakar kuih raya Pembungkusan (packing) Pemasaran dan jualan (online/offline) Penghantaran (delivery) Key Resources 1. Sumber Utama (Key Resources) Resipi unik/tradisional Peralatan membakar (oven, mixer) Tenaga kerja (tukang masak/packer) Modal perniagaan Jenama/Label	Value Propositions 1. Tawaran Nilai (Value Propositions) Rasa premium dan bahan berkualiti (contoh: pure butter) Pembungkusan menarik dan selamat Pelbagai jenis kuih (Tart Nenas, Almond London, dll) Harga berpatutan Pilihan "Self-pickup" atau penghantaran terus ke rumah	Customer Relationships 1. Hubungan Pelanggan (Customer Relationships) Khidmat pelanggan mesra (WhatsApp/DM) Promosi istimewa "Early Bird" Komunikasi media sosial (Instagram/TikTok/FB) Program kesetiaan (diskaun untuk pembelian berulang) Channels 1. Saluran (Channels) Media Sosial (Instagram, Facebook, TikTok) Aplikasi Mesej (WhatsApp Business, Telegram) E-dagang (Shopee/Lazada) Jualan terus (kawan-kawan, keluarga, tempat kerja)	Customer Segments 1. Segmen Pelanggan (Customer Segments) Suri rumah dan wanita bekerjaya Individu yang sibuk (tiada masa membakar) Penduduk di kawasan perumahan setempat Pelanggan korporat (untuk hadiah hamper)
Cost Structure 1. Struktur Kos (Cost Structure) Kos bahan mentah (mentega, tepung, coklat) Kos pembungkusan (balang, label) Kos utiliti (elektrik, gas, air) Kos pemasaran (iklan media sosial) Kos penghantaran/petrol		Revenue Streams 2. Aliran Pendapatan (Revenue Streams) Jualan terus kuih raya (b2c) Jualan melalui ejen/stokis Tempahan hamper raya Tempahan khas (perayaan lain/majlis)		



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