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Selected company for the assignment: Old Chang Kee

Part 1: Business Model Canvas

<= Efficiency Value =>

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| Key Partners  - office worker  - student  - people shopping in the mall | Key Activities  - Snake  - fast food  -curry and sardine puffs  -finger food | Value Proposition  - Provide fast and cheaper food which can satisfy the taste of the Asia people.  - Provide a place for people to take a shoot rest. | | Customer Relationships:  Cooker to person sponging on an aristocrat (most are Asia people) | Customer Segments:  - People catch up with time has no time to have breakfast  - People fell highly hanger during shopping  - Tourist want to package some food during traveling. |
| Key Resources:  - restaurant for the customers  - warehouse for the material of food  - The food factory | Channels:  - corner provision shop near MRT  - small shop in the Food court and shopping mall |
| Cost Structures:  -Shop rent fee.  - Warehouse rent fee.  - Salaries for the service people, cooker, management officer.  - Operating cost for the restaurant | | | Revenue Streams  Payment of the food. | | |

Part 2: SWOT Analysis for Old Chang Kee

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| Strengths | Weaknesses |
| - convince, fast and stable food quality  - Food taste satisfy most of the Singapore people.  - Easy to take away.  - prices are quite affordable  - fast service | - Food hot quiet “healthy” (most are fired food with high calories and oil)  - Most of the restaurant doesn’t have table and chair even in the shopping more.  - Drink supply not good.(no ice and the categories are so limited ) - Easily copied business model  - High operating cost in Singapore |
| Opportunities | Threats |
| - requirement of the Busy Singaporean lifestyle  - Long History and acceptable by most of the Singaporean  - | - Competition of other fast food restaurant, food court, and the café parlour.  - Competition of the online fast food delivery webs or apps. |

Part 3: What you would do to strengthen your company and grow its business.

1. Provide more kind of cold and soft drinks to improve more choice for the customers .
2. For the shop near the heavy traffic location such as MRT, improve the service efficiency to provide faster food for people. (Such as provide some breakfast set so the customer doesn’t need to speed the time to select and the service rate will increase a bit.) For the shop in the shopping mall, provide some chair and table around to let the customer take a rest.
3. As the restaurant are almost covered the whole Singapore area, cooperating with these food delivery web or the App may be can provide a wider market.
4. Improved a little bit of the menu and reduce the percentage of the deep fried food in the category. In the MRT play change a little bit of the package of the food to make the people more easier to take.(Such as some use paper box instead of all use paper bag.)

Part 3 word count: 179 words.

Part 4

3 critical success factors of the business:

Convince, fast and stable food quality.

* So, the people on rush will pick it as their choice without thinking.

Clean shop and Food taste satisfy most of the Singapore people.

* This is critical because if the food taste is not satisfy the local people, even it is good no one will choose it .

Affordable price

* An affordable price make the customer number very large.