**Value Proposition**

1. Product Leadership

Providing leading-edge products

1. Operational Excellence

Providing customers with reliable products or services at competitive prices.

|  | Operational Excellence | Product Leadership |
| --- | --- | --- |
| Core Business Processes | With high customer demand, there is need to match with the supply | Create innovative products (flavors and bakeshop items) and explore the reach and sales in the market |
| Organization and Structure | There is a central authoritative with power, mainly the co-founders and the managers are in power | The organization structure is organic and loose |
| Management Systems | There is standard operating procedure to ensure high quality is achieved. | Through product innovation, risk can be expected and it rewards people for innovation and creativity in its products. |
| Culture: Mindsets and Behaviour | The focus is on making the system effective and efficient. | The focus is on innovating and creating a breakthrough in the market. |

**Value Analysis**

1. Value Chain
2. Value Retail

**Drivers and Triggers**

The drivers and triggers behind BPM initiatives are in the organization and management sector. In the organization sector, it is important that with the growing demand for the products especially the ice-cream, it is essential that Cold Moo can reach its supply to match the demand from the customers. Hence, the aspect of high growth is one of the drivers behind having an improved business process management system.

As for the management sector, with Cold Moo building many branches, the system must be able to expand and scale their system to ensure that their process runs smoothly for all branches within the company. In addition, the management sector needs to build efficiency for their performance and hence, must make their processes smooth in order to maximize sales and business resources. Thus the driver and trigger within the management sector for Cold Moo’s BPM is improving performance and business expansion.