

## CASE STUDY: SWEET CRUMBS BAKERY

Sweet Crumbs Bakery is a small, local bakery located near Politeknik Port Dickson. It was founded by two friends, Aina and Farah, who love baking and wanted to offer fresh, homemade breads, cakes, and pastries to their community.

The bakery focuses on providing affordable prices, high-quality ingredients, and friendly customer service.

They operate both in-store and through delivery apps, and they often promote new products through social media.

Sweet Crumbs Bakery currently serves students, families, and nearby office workers.

They also take custom orders for birthday cakes and small catering events.

Their biggest challenges include managing ingredient costs, keeping up with customer demand, and standing out from competitors in the area.

### Instructions:

1. Using the information from the Sweet Crumbs Bakery case study, complete the 9 Building Blocks of the Business Model Canvas (BMC) below.

You may add your own realistic details or assumptions if needed.

2. Answer the reflection question:

What improvements can Sweet Crumbs Bakery make to strengthen its business model in the future?

Present your answers in a clear and organized format (table, slide, or written document).

### Suggested Duration

**Estimated Time to Complete:** 45–60 minutes

- Reading and analysis: 10 minutes
- Completing BMC: 30 minutes
- Reflection question: 10–15 minutes



<p><i>Key Partners</i></p> 	<p><i>Key Activities</i></p> 	<p><i>Value Proposition</i></p> 	<p><i>Customer Relationships</i></p> 	<p><i>Customer Segments</i></p> 
<p><i>Key Resources</i></p> 		<p><i>Channels</i></p> 		
<p><i>Cost Structure</i></p> 		<p><i>Revenue Streams</i></p> 		







## Suggested Answers: Sweet Crumbs Bakery – Business Model Canvas

Building Block	Guiding Question	Suggested Answer
<b>1. Customer Segments</b>	Who are the target customers for Sweet Crumbs Bakery?	The bakery targets local families, students, and nearby office workers who enjoy fresh and affordable baked goods.
<b>2. Value Proposition</b>	What unique value does the bakery offer to its customers?	Sweet Crumbs offers homemade-quality products baked fresh daily at affordable prices with a friendly and cozy atmosphere.
<b>3. Channels</b>	How does Sweet Crumbs reach and deliver products to customers?	Customers can buy directly from the shop, order through food delivery apps, or pre-order via WhatsApp and social media.
<b>4. Customer Relationships</b>	How does the bakery maintain good relationships with customers?	The bakery builds loyalty by offering member discounts, friendly service, and engaging with customers on social media.
<b>5. Revenue Streams</b>	How does the bakery earn money? What are its sources of income?	Main income comes from selling breads, cakes, and pastries. Extra income comes from custom birthday cakes and catering orders.
<b>6. Key Resources</b>	What assets and resources does the bakery need to run the business?	Key resources include baking equipment, ovens, ingredients, skilled bakers, and the shop space.
<b>7. Key Activities</b>	What are the main actions or operations carried out by the bakery?	The bakery's main activities are baking fresh products, managing inventory, promoting through social media, and serving customers.
<b>8. Key Partners</b>	Who are the main partners or suppliers that support the bakery?	Key partners include flour and dairy suppliers, packaging vendors, delivery app companies, and local cafés for collaboration.
<b>9. Cost Structure</b>	What are the main costs involved in operating the bakery?	Main costs are rent, ingredients, staff salaries, utilities, packaging, and marketing expenses.

## **Bonus Reflection Question (Optional)**

**Question:** What improvements can Sweet Crumbs Bakery make to strengthen its business model in the future?

**Suggested Answer:**

Sweet Crumbs can expand online marketing, introduce seasonal products, and offer loyalty programs or delivery subscriptions to increase repeat customers and brand visibility.