

A CONCEPTUAL “QUICK FOODY” MULTI- SIDED BUSINESS MODEL: NURTURE B40-PRENEURS AND ENHANCE JOB OPPORTUNITIES IN AFFORDABLE BREAKFAST BUSINESS

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ABSTRACT: This paper presents the "Quick Foody" conceptual business model, an innovative digital platform designed to address the distinct needs of various customer segments like breakfast consumers, breakfast food providers, and donors, with a specific focus on the B40 community and foodpreneurs. The model adopts a multi-sided business platform, aiming to deliver affordable, trusted, and personalized breakfast services to economically disadvantaged groups namely the B40s, while nurturing B40 foodpreneurs through re- & up-skilling initiatives. Adapting on the Design Thinking framework, using business tools like the Business Model Canvas (BMC), Value Proposition Canvas (VPC), Strategy Canvas (SC), and Environmental Map (EM), this paper outlines a clear path to sustainable business success while addressing both economic and social issues. Key output and findings from the research include the validation of this business model through surveys and interviews, which revealed a strong demand for more affordable breakfast options and a high level of interest in platforms that support social entrepreneurship. The model's digital marketplace connects breakfast providers with a diverse consumer base, allowing B40 foodpreneurs to improve their livelihoods by creating and selling food products and services. The results underscore the viability of QuickFoody as a platform for both economic empowerment and social innovation, offering real solutions to the challenges faced by various stakeholders, including financial constraints, competitive pressures, and customer preferences. Furthermore, the proposed model holds potential for scalability, targeting other underprivileged communities and meal categories. The paper concludes by outlining future research and development directions, including creating a business plan that focuses on expanding the relevancy and usefulness of the platform and refining its technological capabilities in enhancing operational efficiency and customer experience. This conceptual platform business model offers innovative implications for the breakfast and food services eco-system, social entrepreneurship, and public welfare programs for the societal well-being.

KEY WORDS: Online Food & Delivery Services, Multi-Sided Platform Business Model, B40 Community, Up- and Re-skilling, B40 Foodpreneurs

1. INTRODUCTION

The importance of breakfast in maintaining a healthy lifestyle is widely acknowledged, with studies affirming that nearly 89% of Malaysians consume breakfast regularly, emphasizing its critical role in meeting daily nutritional needs (Mognard et al., 2023). Yet, despite this widespread habit, many low-income individuals and families, particularly those from the B40 community, face significant challenges in accessing affordable, nutritious breakfast options (Noor et al., 2018). The B40 segment, which comprises the bottom 40% of income earners in Malaysia, often struggles with financial constraints, limiting their ability to secure convenient and healthy breakfast (Ahmad Dahlan & Ibrahim, 2021). Additionally, breakfast providers face extreme challenges, including competitive pressures, limited infrastructure, and the need to cater to diverse dietary preferences while keeping prices low (Ahmad Dahlan et al., 2014; The State of Food Insecurity in Malaysia, 2023). As economic inequality continues to widen, there is an urgent need for innovative business models that can address these gaps and offer sustainable solutions for marginalized communities and breakfast providers.

The "Quick Foody" business model is developed to address these challenges. It aims to alleviate or reduce the extreme pains of breakfast customers who often face high prices, limited choices, and inconvenient delivery options. At the same time, it creates substantial gains by helping and nurturing B40 foodpreneurs, offering them a platform to develop their skills, sell affordable meals & services, and expand their market reach through digital channels. In doing so, "Quick Foody" goes beyond being just another food delivery service; it acts as a catalyst for economic empowerment, bridging the gap between food providers, consumers, and donors.

By incorporating digital capabilities such as a mobile app and online platform, the model efficiently connects these diverse groups, allowing for seamless interactions and transactions. For foodpreneurs, the platform provides a digital storefront where they can showcase their offerings, while customers benefit from affordable, trusted, and personalized breakfast options tailored to their needs. Moreover, donors and sponsors can contribute through the platform, ensuring that their contributions and supports directly impacts and benefits the B40 community, thus promoting greater transparency and efficiency in charitable contributions.

The paper builds on the Design Thinking methodology, a widely recognized problem-solving framework, to identify the pain points of target users/customers and develop a solution that meets their unique needs. Tools such as the Business Model Canvas and Value Proposition Canvas are employed to refine the business strategy, while the Environmental Map helps assess external factors that could affect the platform's viability. The result is a validated business model that has the potential to revolutionize the breakfast and food-related market, especially for underserved populations.

The objective of this paper is to not only introduce the Quick Foody concept but also validate its potential platform business model and usefulness through rigorous testing and evaluation. By employing surveys, interviews, and prototype testing, the study provides insights into the demand for such a platform and highlights areas for improvement. The findings suggest that a multi-sided business model can successfully balance social impact and commercial viability, offering a replicable framework for other mealtimes and geographic locations. The plan concludes by

discussing future areas of research, including the integration of advanced technologies such as AI-driven personalization and blockchain for secured donation tracking, which can further enhance the platform's functionality, relevancy, and market reach.

2. OBJECTIVES STATEMENT

The main objective of this paper is to develop a conceptual QuickFoody business model including digital platform & apps that offers and provides products/services as pain relievers and as gain creators including fulfilling breakfast experiences and tackles the extreme pains of breakfast customers and breakfast providers (Ahmad Dahlan & Ibrahim, 2021; The State of Food Insecurity in Malaysia, 2023). Secondly, it provides up- and re-skilling development initiatives in helping and nurturing of B40s as food-preneurs; and to offer reasonably priced and quality breakfast menu for the B40 community and the public. Additionally, it is to enhance the overall breakfast ordering and delivery eco-system - operation effectiveness and efficiency; enhance customer experience; and transparency experience for donors & sponsors by leveraging on an innovative digital platform and application. QuickFoody business model incorporates a digital platform as a multi-sided marketplace - connecting breakfast consumers, breakfast providers, and donors/ sponsors on a common digital platform. This enables and facilitates a seamless and efficient interactions, transactions, while enhancing the relevancy and overall customer experience in the breakfast industry.

3. METHODOLOGY

According to the Interaction Design Foundation (IxDF), design thinking is a problem-solving approach which consist of five stages (IxDF, 2016). This design thinking will be adapted in this paper – empathize & defining the key challenges and problems of various customer segments; then ideating, designing, testing & validating, and build 'QuickFoody' conceptual business model in providing relevant and innovative solution as pain relievers and gain creators to address the key challenges and problems, thus accomplishing the objectives stated above.

3.1. Empathize Stage

The empathize stage focused on understanding the key challenges faced by different stakeholders, including breakfast consumers, B40 food-preneurs, and donors. Literature review including benchmarking of current breakfast/food companies using the BMC framework were conducted. An online survey was conducted with 79 participants – students and working adults representing the normal consumers; working adults representing the donors; B40s as consumers and B40 food-preneurs; and food operators. The survey gathered data on their breakfast consumption habits, financial constraints, and attitudes toward food delivery platforms. The results indicated that affordability and accessibility were the primary concerns for the normal and B40 consumers, while food quality and variety were important for students and working adults. Donors expressed a desire for

greater transparency in how their contributions would be used and benefited the B40s.

3.2. Define Stage

In the define stage, the insights from the empathize stage were synthesized to identify key issues. The main problems included limited access to affordable breakfasts, a lack of opportunities for B40 individuals to participate in the food-related businesses, and insufficient transparency for donors. Based on these insights, the problem statement and objectives for the Quick Foody model were defined: providing affordable breakfast options, offering job creation opportunities for B40 food-preneurs, and building a transparent platform for donor engagement.

3.3. Ideate and Prototype Stages

In the ideate phase, several potential solutions were brainstormed, including different business models and platform features. After careful consideration, a multi-sided platform was selected as the best approach. The Business Model Canvas (BMC) and Value Proposition Canvas (VPC) were used to map out the key components of the initial QuickFoody business model, namely customer segments, value propositions, channels (CH), customer relationships (CR), revenue streams, key resources (KR), key activities (KA), key partnerships (KP), and cost structure (Osterwalder & Pigneur, 2010; Osterwalder et al., 2014). Low-fidelity prototypes of the Quick Foody app were developed, including a user-friendly interface for ordering breakfast and managing donations.

3.4. Test Stage

During the test stage, the initial QuickFoody business model with the low-fidelity prototype was shared with selected key customer segments, including members of the B40 community, breakfast providers, and donors. Feedback was collected on the functionality, user experience, and pricing models. The results of this testing phase were used to refine the business model, ensuring that it effectively addressed the needs of all stakeholders while remaining financially viable.

4. LITERATURE REVIEW

4.1. Breakfast Culture in Malaysia

Studies have long shown the significance of breakfast in promoting better health and productivity. A recent report by Mognard et al. (2023) reveals that 89% of Malaysians consume breakfast regularly, making it a cultural staple. However, despite this high participation, a large portion of the B40 population faces difficulties in securing affordable, nutritious meals. Noor et al. (2018) highlight that financial constraints often force the B40 community to skip meals or consume less nutritious options, impacting their overall health and well-being. Globally, the breakfast business is estimated to grow steadily, with a projected compound annual growth rate (CAGR) of 6.3% between 2022 and 2029, reflecting increasing consumer

demand for convenience and health-focused meals (Grand View Research, 2023). In Malaysia, the online food delivery market has also grown significantly, driven by changing lifestyles and digital adoption, presenting opportunities to address supply gaps for underserved communities like the B40 (MyDIGITAL, 2021). This underscores the need for solutions that cater specifically to the B40 segment, ensuring they have access to affordable, healthy breakfast options.

4.2. MyDIGITAL Malaysian food industry

Malaysia's Digital Economy Blueprint (MyDIGITAL, 2021) emphasizes the role of digital platforms in driving entrepreneurship, particularly within marginalized communities. These platforms provide the infrastructure needed to reduce operational costs, improve market access, and offer new income-generating opportunities. Quick Foody aligns with this vision by offering a digital platform that allows B40 food-preneurs to enter the market with minimal capital investment. The platform not only connects them to customers but also offers training and support to help them run successful food businesses. This approach is critical in creating sustainable job opportunities for the B40 community while addressing food insecurity.

Globally, the online food delivery market is projected to reach \$223.7 billion by 2027, growing at a CAGR of 9.8% from 2020 to 2027, driven by increasing demand for convenience and home delivery services (Allied Market Research, 2022). In Malaysia, the food delivery segment alone is expected to generate approximately \$1.5 billion in 2023, with a growing share of transactions attributed to the breakfast category (Statista, 2023). Furthermore, initiatives such as central kitchens and soup kitchens have seen an increase in utilization, addressing food waste and improving accessibility for underserved populations (Ahmad Dahlan et al., 2021). These trends underscore the potential for platforms like Quick Foody to create scalable, impactful solutions for marginalized communities.

4.3. Multi-Sided Business Models and Social Impact

Multi-sided business models have gained popularity in recent years, particularly in the food delivery industry. Platforms like Foodpanda and McDonald's have successfully utilized multi-sided models to connect consumers, food providers, and third-party partners. However, Quick Foody differentiates itself by integrating a social impact component, focusing on supporting B40 food-preneurs and providing a transparent system for donors. By emphasizing social entrepreneurship, Quick Foody aligns itself with the principles of impact-driven business models, where profitability is combined with societal benefit (Amarsy, 2015). This dual focus ensures that the platform not only generates revenue but also contributes to addressing pressing social issues such as poverty and food insecurity.

4.4. National 4IR Malaysian food industry

Human capital development is emphasized extensively in Malaysia's National 4IR strategy as a crucial element of its 4IR adoption initiatives. This guideline becomes extremely essential when considered in the context of our 'QuickFoody'

business model. The policy acknowledges that workforce preparation is essential for any business operating in the digital sphere because of the swiftly evolving character of the workplace (National 4IR Policy, 2021). The National 4IR policy encourages competency frameworks, the incorporation of redesigned positions, and the development of new roles and skills in the workforce to attain national productivity and competitiveness. These concepts can have a direct positive impact on our business model since we want to provide employment possibilities by increasing the skill set of our workers, particularly the B40 community, in addition to providing delivery services. The policy's emphasis on adaptation and preparedness works in perfectly with our aim of offering employment possibilities in a fast-paced corporate environment. This demonstrates that the business model proposed should have a fundamental strength in terms of digital capabilities as example, having an online platform, delivering a user-friendly application. Should be a minimal minimum for 'QuickFoody' to become a pertinent business model.

4.5. mKitchen

The aim of the mosque kitchens is to support the B40 community by functioning as charity kitchens, generating employment, and assisting B40 individuals in becoming culinary entrepreneurs. Furthermore, the plan proposes that mosques might generate revenue by licensing out their facilities. The model seeks to solve the issues the B40 community is confronting, notably those made worse by the COVID-19 epidemic, by making use of underutilised community resources including mosque facilities (Ahmad Dahlan et al., 2021). This shows that by creating the B40 foodpreneurs, it will help them obtain income by selling cuisines that they can prepare with the facility provided and surmount the pangs of financial problems. The mosque kitchen also proposed an upskilling program which will enhance the B40 skills as a foodpreneurs which will enable them to start construct business from beginning on their own.

4.6. Benchmark

4.6.1. FoodPanda

One of the prominent benchmarks for our breakfast delivery multi-sided business model is Foodpanda (<https://whitelabelfox.com/foodpanda-business-model/>), a leading food delivery platform in Malaysia. Foodpanda has effectively established an extensive network of restaurants and consumers, providing a valuable reference point for our venture. Foodpanda's digital infrastructure and user-friendly app have streamlined the ordering and delivery processes, ensuring efficiency and customer satisfaction. By analyzing Foodpanda's business model, we can obtain insights into customer acquisition, partnership strategies with restaurants, and delivery logistics. Moreover, Foodpanda's experience in adapting to the digital economy and ministering to a diverse variety of consumers corresponds with our vision for enhancing employment opportunities while offering a convenient breakfast delivery service.

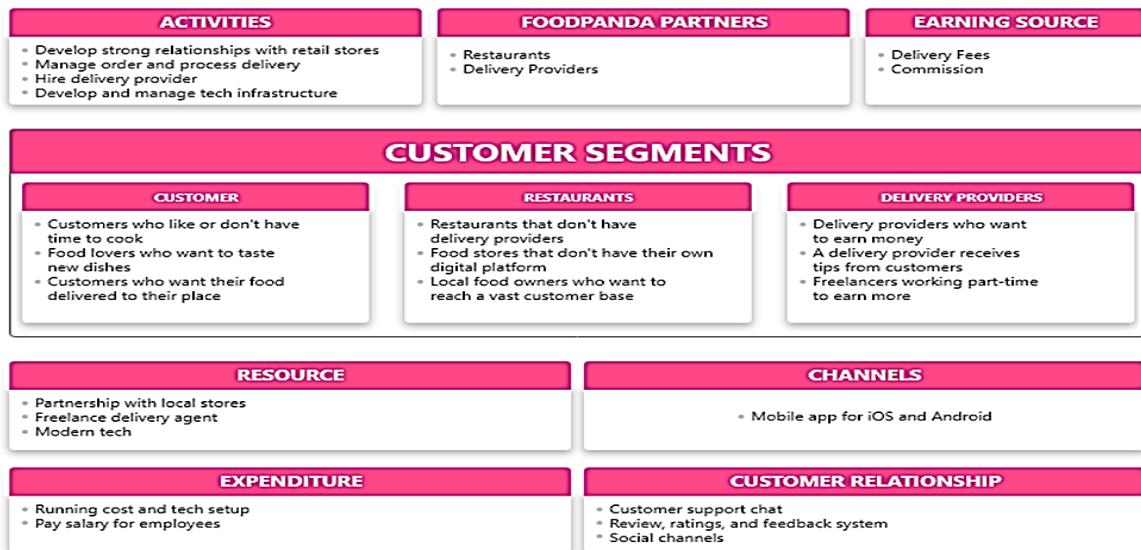
FOODPANDA BUSINESS MODEL

Fig.1. Foodpanda Business Model

4.6.2. McDonald's

McDonald's is well-known for its distinctive fast-food business model (<https://businessmodelanalyst.com/mcdonalds-business-model/>) and for producing exceptional cuisine rapidly while also nurturing strong customer relationships. McDonald's concentration on operational efficiency through reduced procedures and standardised formulas is the main factor propelling its achievement. Using a highly developed supply chain, advanced kitchen technology, and well-trained employees, McDonald's guarantees prompt service without sacrificing the quality of the meal. Crucial roles are also performed using modern consumer relationship methods including the development of mobile ordering, loyalty programmes, and interactive feedback mechanisms. These programmes enhance client convenience while also contributing to a customised and gratifying dining experience. McDonald's persistent success in the fast-paced and competitive fast-food market is attributed to its ability to combine proactive customer relationship management with operational excellence in a seamless manner.

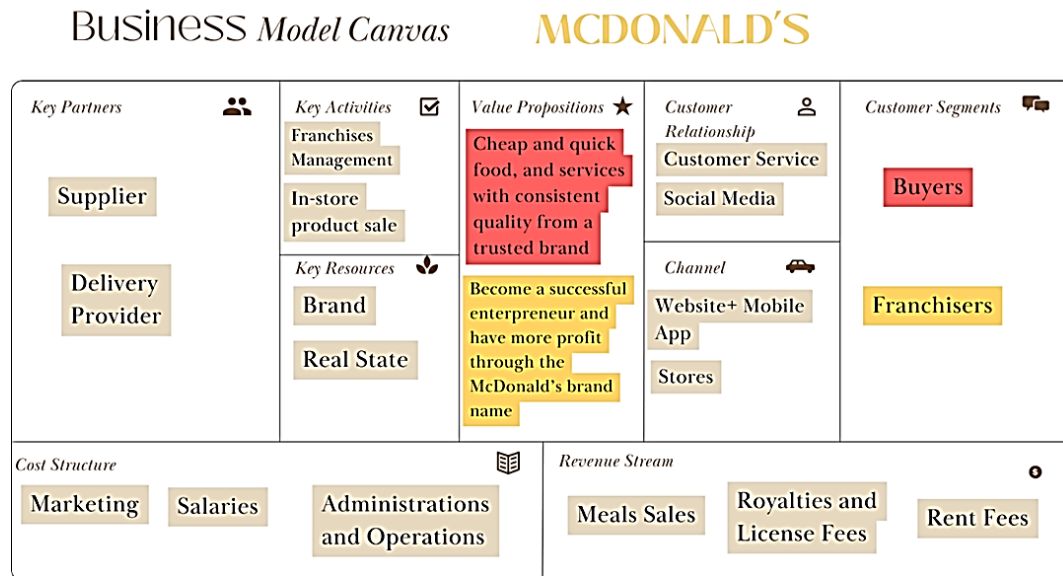


Fig. 2. Transcribed McDonald's Business Model Canvas

4.6.3. mKitchen

The mKitchen model is a comprehensive strategy for managing the numerous challenges that the B40 community encounters. With a concentration on nutritional security, skill development, economic empowerment, and community participation, the approach endeavours to provide possibilities and long-lasting, positive change for individuals and families in the B40 segment. Giving them access to the resources and training necessary for the B40 to become foodpreneurs, along with the freemium features, is a crucial input for the "QuickFoody" business model.

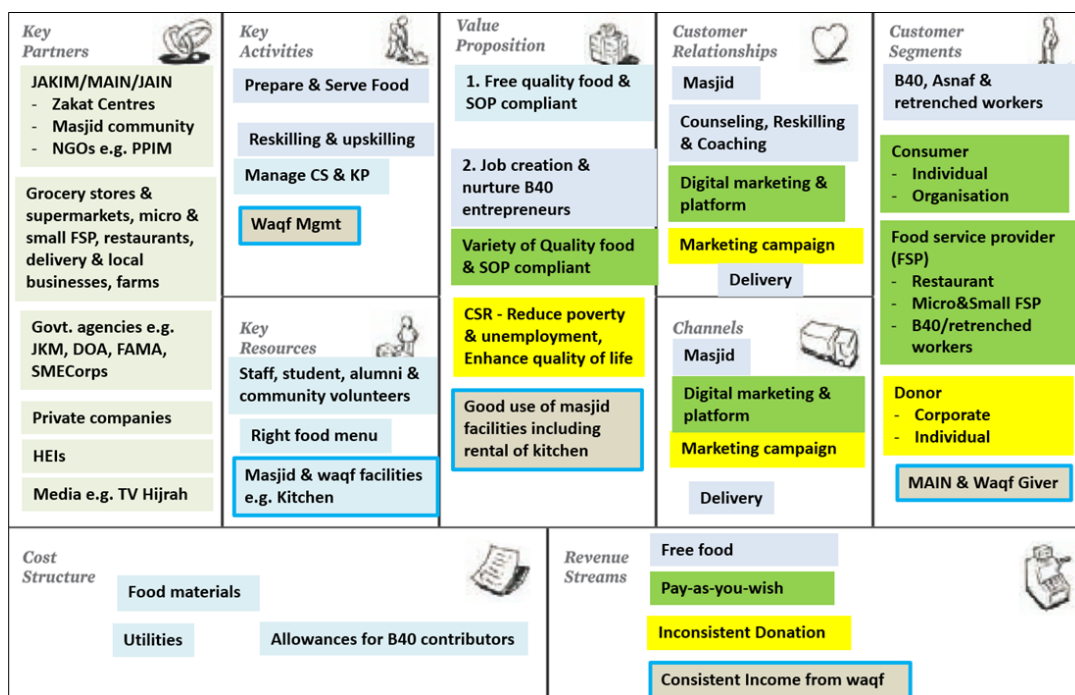


Fig. 3. mKitchen Business Model Canvas (Ahmad Dahlan et al., 2021)

5. INITIAL BUSINESS MODEL (BM)

Based on the literature review conducted above, the initial business model of QuickFoody is shown in Fig. 4 below.

5.1. Initial BMC

Business Model Canvas		Quickfoody	Ikhtiar, Affif,Syahmi		18/10/2023	1.0
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments		
A. Local wholesale supplier. B. Online transaction gateway Marketing partner	A. Order management and delivery coordination. B. Take product from wholesale supplier. C. Review section	A. Quick and convenient breakfast delivery with a diverse breakfast menu is available to suit various tastes.	A. Online ordering and payment system for self-service. B. Live chat between deliveryman and customer C. Live chat between store and customer	A. Breakfast Customer • Individuals seeking convenient breakfast delivery • Busy professionals and students who lack time to prepare breakfast.		
	Key Resources	B. Platform to increase sales	Channels	B. Breakfast Provider • Local • Big Company		
	A. Online platform and mobile app. B. Kitchen C. Human Resource		A. Website and mobile app for online orders. B. Social media and online advertising. Delivery services.			
Cost Structure		Revenue Streams				
A.Marketing and advertising expenses. B.Website and mobile app development and management		C. Rent kitchen for making food.	A. Sales revenue from breakfast orders.	B. Subscription for platform	C. Advertisement	

Fig. 4. Initial Business Model Canvas

5.2 . Initial VPC

5.2.1. VPC for Breakfast Customer

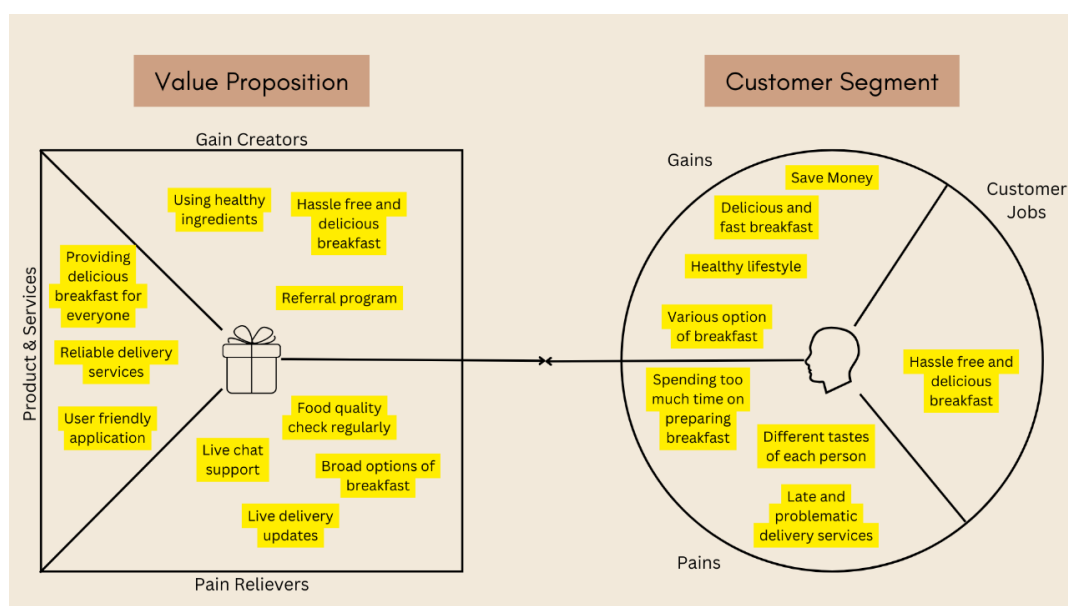


Fig. 5. Initial VPC for Breakfast Customer

5.2.2. VPC for Breakfast Provider

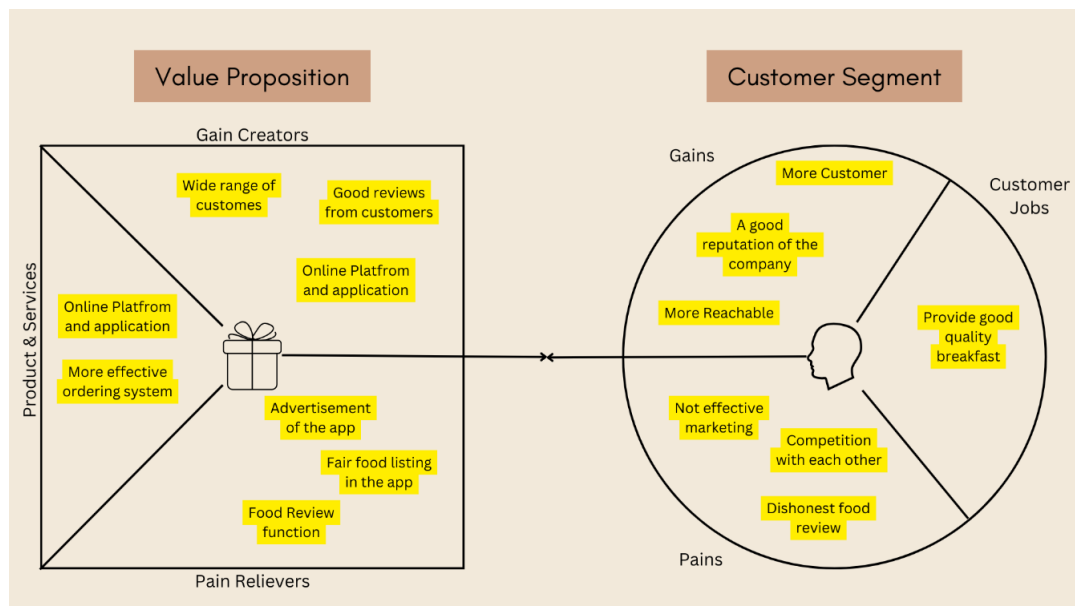


Fig.6. Initial VPC for Breakfast Provider

6. CONDUCT VALIDATION OF INITIAL BM & KEY FINDINGS

To validate our business model, eight queries was formulated and get 79 respondents have responded. Each respondent's response is analysed to each topic. The results of the survey queries are shown in Fig. 7.

Count of Do you normally take breakfast?

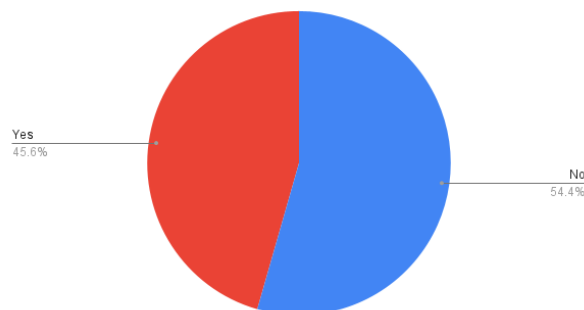


Fig. 7. Percentage of people who took breakfast regularly or not.

Count of Do you think you are eating a healthy breakfast?



Fig. 8. Percentage of people who took breakfast in healthy way or not.

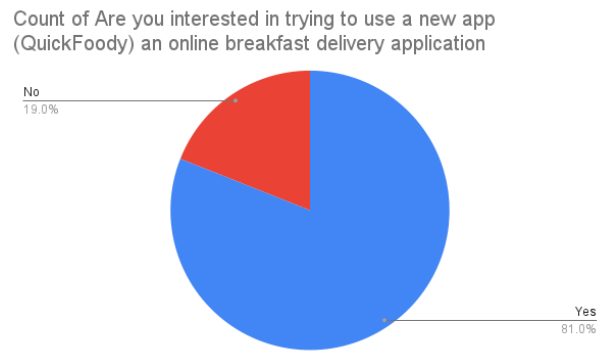


Fig. 9. Percentage of people who interested in trying Quick Foody

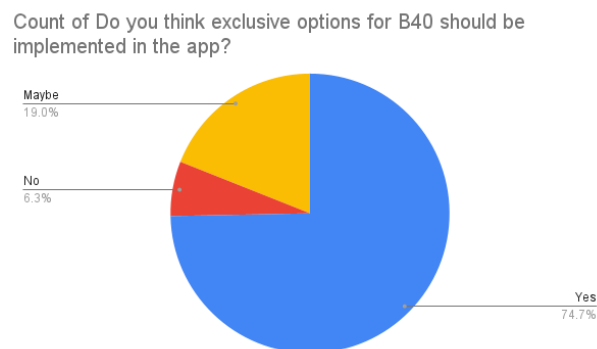


Fig. 10. Percentage of people who agrees in giving aid to B40 community.

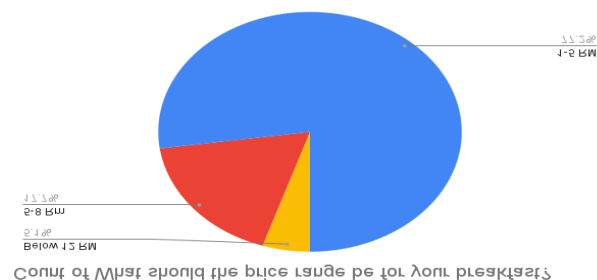


Fig. 11. Percentage of people's opinion on price range

The validation process for QuickFoody, the online breakfast delivery platform, yielded several critical insights that emphasize the platform's potential impact on the breakfast delivery market, particularly for the B40 community. Survey responses revealed a strong demand for affordable meal options, with over 70% of respondents expressing interest in a service tailored to their needs. This presents a valuable opportunity for QuickFoody to establish itself as a reliable option for those seeking budget-friendly breakfast choices.

User feedback highlighted the importance of personalization within the app. Many participants emphasized the need for a varied menu that accommodates different tastes and dietary requirements, suggesting that offering customizable meal options could enhance user satisfaction. The desire for balanced nutrition assurances and calorie counts indicates a growing trend toward health-conscious eating, further underlining the necessity for diverse and nutritious offerings.

One of the standout findings was the enthusiasm among B40 foodpreneurs for the upskilling programs integrated into the QuickFoody platform. Many expressed

a desire to expand their businesses but cited barriers like digital literacy and marketing knowledge as significant challenges. By incorporating training and mentorship programs, QuickFoody can not only empower these entrepreneurs but also foster a vibrant community that supports local food businesses, enhancing the app's value proposition.

However, the results also revealed some challenges. While most users appreciated the focus on affordability, there was hesitancy regarding the introduction of subscription models for premium services. Future iterations of the platform will need to strike a balance between offering cost-effective solutions and generating sustainable revenue streams. This could involve careful consideration of how subscription models are designed and marketed to ensure they align with users' perceptions of value.

QuickFoody has a promising opportunity to resonate with users by emphasizing affordability, health, and customization while addressing the needs of the B40 community. By integrating feedback from the survey and focusing on upskilling local foodpreneurs, the platform can enhance user satisfaction and build a loyal customer base, positioning itself as a unique player in a competitive food delivery landscape.

7. VALIDATED BM – USING BMC FRAMEWORK

7.1. Validated BM

For open ended query, respondents were asked if there any enhancement that can be applied in QuickFoody. The responses are positive which there are many suggestions that can be implemented and enhance the business.

Business Model Canvas		Quickfoody	Ikhtiar, Affif, Syahmi	18/10/2023	1.0
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments	
A. Local wholesale supplier. B. Online transaction gateway C. Marketing partner	A. Order management and delivery coordination. B. Prepare the food and manage delivery process C. Training for B40 foodpreneurs. Key Resources A. Online platform and mobile app. B. Kitchen C. Human Resource D. Physical Store	A. Quick and convenient breakfast with a diverse breakfast menu is available to suit various tastes. Special Discount Platform to increase sales Upskilling B40 into foodpreneurs Provide affordable breakfast for B40 community	A. Online ordering and payment system for self-service. B. Live chat between deliveryman and customer C. Live chat between store and customer Channels A. Website and mobile app for online orders. B. Social media and online advertising. Delivery services.	A. Breakfast Customer - Individuals seeking convenient breakfast delivery - Busy professionals and students who lack time to prepare breakfast. - B40 finding cheaper breakfast option B. Breakfast Provider - Local - Big Company - B40 Foodpreneurs C. Donor and sponsorship	
Cost Structure			Revenue Streams		
A. Marketing and advertising expenses. B. Website and mobile app development and management C. Rent kitchen and physical store.		A. Sales revenue from breakfast orders.	B. Subscription for platform	C. Advertisement	

Fig. 12. Validated Business Model for QuickFoody

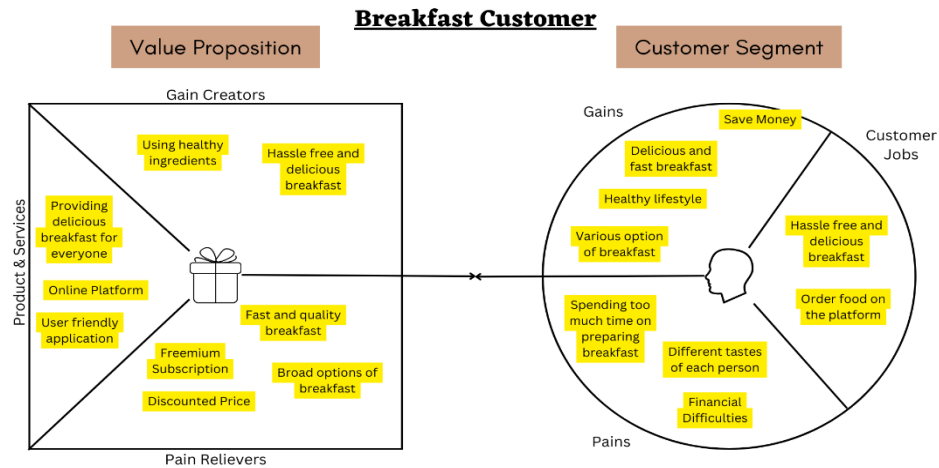


Fig. 13. VPC for Breakfast Customers

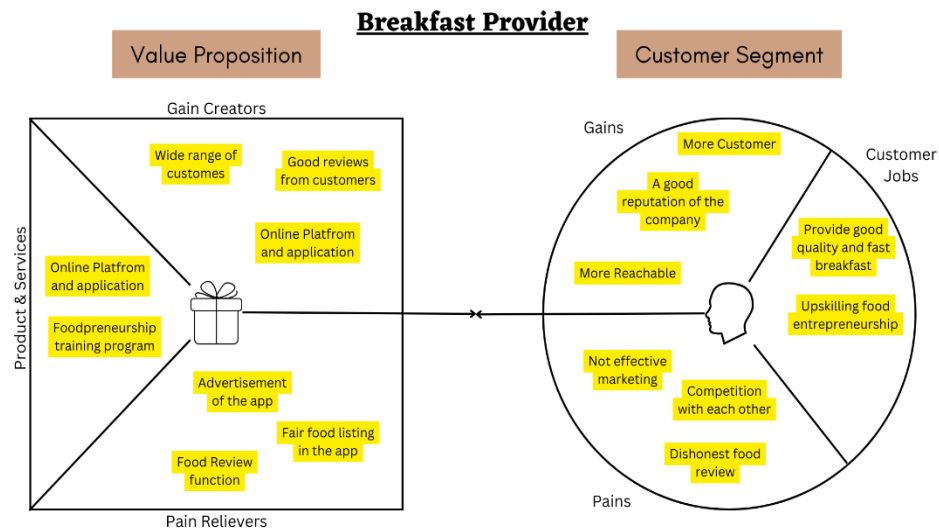


Fig. 14. VPC for Breakfast Provider

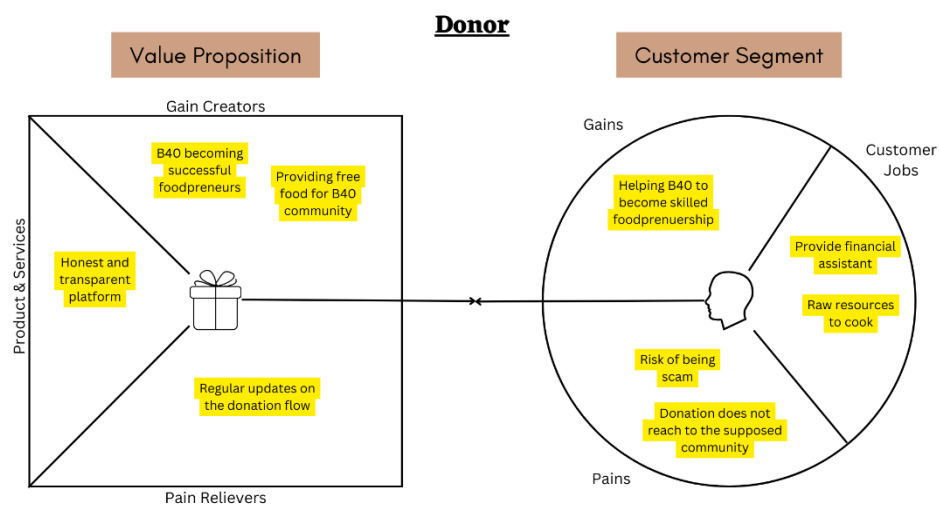


Fig. 15. VPC for Donor

7.1.1. Customer Segment (CS)

There are three main CS served by this breakfast delivery business. The first CS consists of students and working adults searching for affordable and practical breakfast alternatives. Because of time factors, they place a premium on rapidity and accessibility. To address the community's need for rapid and varied breakfast options, the second CS represent the local SME food businesses and fledgling B40 food entrepreneurs. The aim is to enhance the food ordering and delivery eco-system as well as up-&re-skill the B40 foodpreneur and enhance their competencies in the food business. The third CS is the donor which will provide the funds to assist the B40 community to get affordable sustenance and up-&re-skill them.

7.1.2. Value Proposition (VP)

Offering quick and easy breakfast alternatives with a varied menu that accommodates various palates is the primary value proposition, which appeals to the time-conscious client segments. By offering exclusive discounts in support of the B40 community, the service lowers the cost of breakfast. Moreover, it establishes a forum for B40 people to upgrade their skills and provides opportunities for them to become food related entrepreneurs, promoting community development, economic empowerment and enhance effectiveness & efficiency of the food ordering and delivery eco-system.

7.1.3. Channels

Customers can simply order breakfast online by using a website and a mobile app as the primary channels and physical channels like community centres & masjid. Utilizing online advertising and social media increases exposure and draws in a larger audience. Furthermore, effective delivery services, leveraging on existing community centres like network-of-mosques (Hamid et al., 2013; Ahmad Dahlan et al., 2014), guarantee dependable and timely delivery, enhancing the clientele's experience in general.

7.1.4. Customer Relationship

By employing an online platform that prioritizes simplicity in ordering and payment processes, our service endeavours to cultivate strong customer relationships. The incorporation of live chat assistance is a strategic move to enhance communication between delivery personnel and clients, ensuring seamless delivery experiences. Moreover, sustaining an open live chat feature between the store and customers facilitates quick resolution of any queries or issues. This not only creates confidence but also establishes a sense of dependability. In addition to customer engagement features, the service integrates a review and rating system, allowing customers to provide feedback and contribute to the continuous enhancement of our offerings. Furthermore, as part of our commitment to social impact, coaching and mentoring programs are incorporated to support B40 foodpreneurs, empowering them with the skills and knowledge required to succeed in their ventures. This multifaceted approach seeks to establish a customer-centric and socially responsible business model.

7.1.5. Revenue Stream

Several sources of income are generated, but the primary one is sales revenue from breakfast orders that are submitted on the platform. Possible membership or subscription fees for premium services, as well as money from platform advertisements, are potential additional revenue streams.

7.1.6. Key Resources

The mobile app and web platform serve as integral consumer interfaces, representing essential resources for our service. To assure efficient food preparation and delivery, we recognize the significance of having sufficient human resources, and as co-founders, our collaborative efforts contribute to operational success. Regarding the kitchen facilities, we've opted for a rental strategy rather than purchasing to manage costs effectively. This approach corresponds with the bootstrapping strategy, comparable to successful models employed by companies like AirBnB and GrabFood. By utilizing shared kitchen spaces, we can optimize resources while maintaining flexibility. Additionally, while the digital platforms are primary, a physical store is considered occasionally for operational purposes and direct customer interaction, enhancing our overall business model.

7.1.7. Key Activities

Efficiently managing orders, delivery schedules, and food preparation procedures constitute the fundamental activities of the service. This involves supervising the entire delivery process to ensure accurate and expeditious order fulfillment. Moreover, the service allocates funds for training initiatives, empowering B40 individuals with the necessary tools to thrive as food entrepreneurs. In tandem with these efforts, continuous development and enhancement of the digital platform and applications are integral, assuring a seamless and responsive system that supports the overall operational efficiency and customer experience.

7.1.8. Key Partners

Forming partnerships with local wholesalers guarantees a reliable and reasonably priced supply of ingredients. Secure online transaction gateway collaboration makes it simpler to manage payments in a secure and efficient manner. Furthermore, collaborating with marketing companies or agencies enhances promotional tactics and broadens the service's consumer base. Collaborating with essential partners, such as KKM, JKM, masjids, and Zakat centres, plays a pivotal role in enhancing the service's overall effectiveness and reach. Partnering with KKM ensures regulatory compliance and access to health guidelines, nurturing customer trust. JKM collaboration aids in community outreach, particularly in identifying and supporting potential beneficiaries within the B40 community. Masjids, functioning as community centres, offer valuable connections and communication channels for targeted outreach and promotional activities. Partnering with Zakat centres not only provides financial support for B40-focused initiatives but also enables the identification of individuals or families who could

benefit from the service. These collaborations contribute to a more comprehensive and socially responsible business model, aligning with the service's mission to provide reliable, reasonably priced food solutions while positively impacting the communities it serves.

7.1.9. Cost Structure

The service's marketing and advertising costs are included in the cost structure. For a faultless user experience, it also entails administering and developing websites and mobile applications. For food preparation to be facilitated and, if applicable, a storefront presence to be maintained, funds for kitchen and physical store rent must be allocated.

7.2. Environmental Map

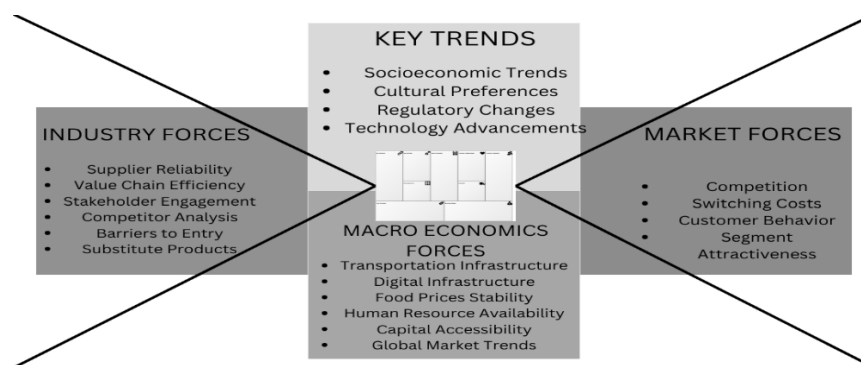


Fig. 15. Environmental Map

7.2.1. Market Forces

Quickfoody's mission is to provide accessible, diversified, and cheap breakfast alternatives to meet the different requirements and demands of busy professionals, students, and the B40 community. The study will look into market difficulties, evaluating potential obstacles such as competition and shifting tastes. Understanding how readily customers may move from other breakfast providers to Quickfoody requires assessing switching costs. Furthermore, assessing the revenue attractiveness of each consumer category will be critical for strategic planning. ("Pricing Strategies for Online Food Delivery Services" by Harvard Business Review (2020)).

7.2.2. Industry Forces

A focus on the dependability and cost-effectiveness of the local wholesale supplier, as well as the availability and cost-effectiveness of resources in the food preparation value chain, is critical among supplier and value chain players. Identification of funders and sponsors interested in sponsoring activities linked to inexpensive breakfast and upskilling B40 persons is one of the stakeholder concerns. Analyzing rivals in the breakfast delivery sector, both local and large, as well as the influence of B40 Foodpreneurs, will give insights. Identifying replacement products and services, such as other breakfast alternatives, and removing barriers to entry for new entrants are critical components. ("Social Impact Investing in Malaysia: A Landscape Report" by UNDP (2021)).

7.2.3. Key Trends & Foresight

A full examination of income levels impacting the cost of breakfast for the B40 community, as well as the social impact of upskilling programs, is required under the socioeconomic trends area. Considerations of cultural preferences impacting breakfast choices, as well as the social move toward online ordering and payment systems, are examples of sociological and cultural trends. Monitoring health and safety standards in the food business, as well as any changes influencing internet advertising, are examples of regulatory developments. Staying up to speed on technological improvements in online ordering systems and mobile applications, as well as trends in last-mile delivery services, is essential. (Breakfast Skipping Among Adults in Malaysia: Prevalence and Associated Factors" by Nurul Izzati Mohd Noor et al. (2018)).

7.2.4. Macro-economic

The influence of transportation infrastructure on delivery services, as well as the quality of digital infrastructure impacting online platforms, require serious consideration under economic infrastructure. Commodities and other resources entail monitoring the stability of food prices, which affects the cost of food preparation, as well as the availability and cost of human resources, particularly in the context of B40 Foodpreneur training. Considerations for capital markets include the availability of funds for marketing, app development, and other company operations. Finally, worldwide market circumstances entail monitoring global economic trends that may have an indirect impact on local market dynamics, as well as reviewing global supply chain conditions that affect ingredient sourcing. ("Food Prices in Malaysia: Trends and Drivers" by Department of Statistics Malaysia (2023)).

7.3. STRATEGY CANVAS

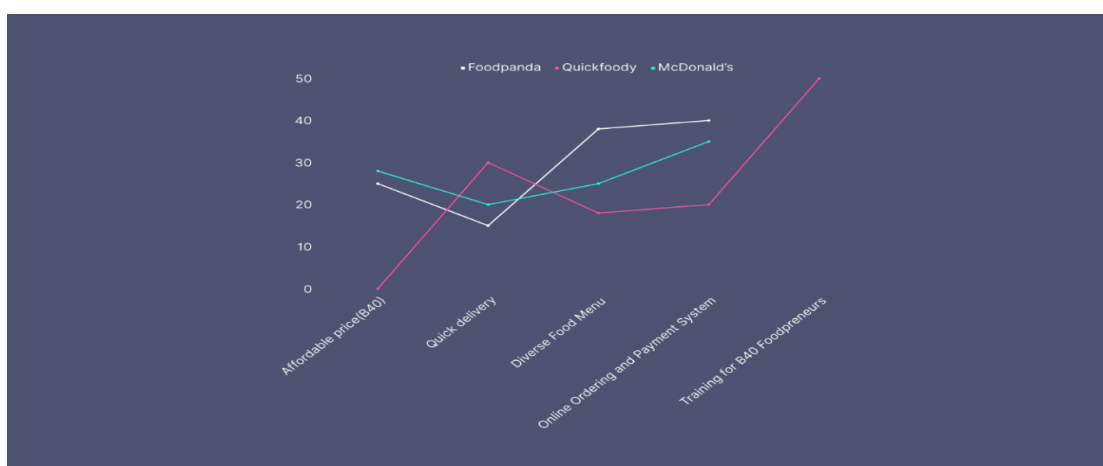


Fig. 16. Strategy Canvas

Quickfoody uses the Blue Ocean Strategy (BOS) to position itself competitively against FoodPanda and McDonald's in the breakfast delivery sector across various dimensions. Quickfoody prioritizes timely and easy delivery & pickup services,

distinguishing itself via speedier and more trustworthy services. While FoodPanda and McDonald's emphasis on speed varies, Quickfoody strives for a distinct BOS by stressing great speed and dependability, while helping and nurturing B40 foodpreneurs.

Quickfoody distinguishes itself by emphasizing a wide breakfast menu with unique and inventive selections. The offers of competitors differ, but Quickfoody hopes to create a blue ocean by delivering unique and diverse breakfast options. Quickfoody is generating a blue ocean by targeting an underrepresented market segment by focusing on affordability for the B40 group. While FoodPanda and McDonald's place different focus on different aspects, Quickfoody aims to break market limits by making affordability a primary value proposition. Quickfoody distinguishes itself by emphasizing an easy-to-use online ordering and payment system, so generating a blue ocean of smooth and efficient digital transactions. FoodPanda and McDonald's online experiences vary, but Quickfoody stands out by offering an amazing online ordering procedure.

Quickfoody distinguishes itself by focusing the up-and-re-skilling of B40 community to become foodpreneurs, with high social impact outcomes through community engagement. While FoodPanda and McDonald's may not share Quickfoody's emphasis on community upskilling initiatives, the company aspires to alter industry norms. Quickfoody forms long-term, mutually beneficial collaborations with local wholesale suppliers of foodstuffs, with the goal of creating a blue ocean through innovative suppliers and partnership initiatives. While rivals' techniques may differ, Quickfoody seeks distinctiveness through unique supplier connections. Quickfoody establishes itself as a blue ocean player in the breakfast delivery sector by innovating across all aspects of its business strategy. Quickfoody distinguishes itself by providing a quicker, more variety, and affordable breakfast, as well as a strong internet presence, community participation, and unusual collaborations. FoodPanda and McDonald's may have different positioning, but Quickfoody intends to create a blue ocean by giving a distinct and new value proposition, eventually rewriting industry limits.

7.4. Low Fidelity prototype apps

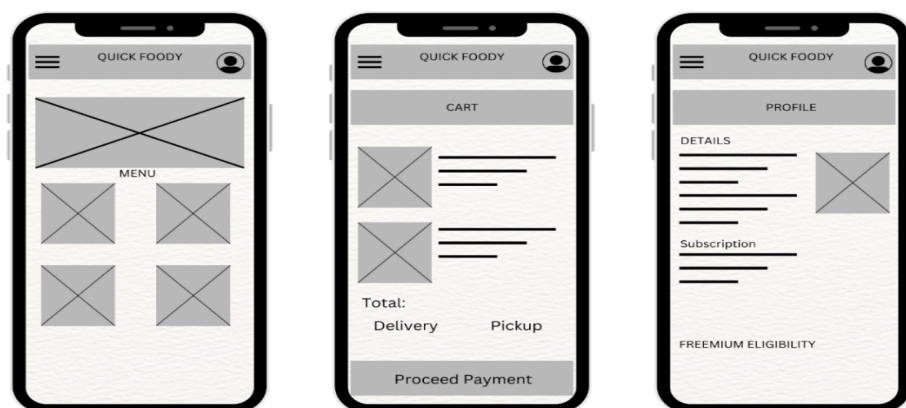


Fig. 17 Low Fidelity app of Quick Foody

Fig 17 above shows the low fidelity app of Quickfoody. In the first picture show the homepage of the app. In consists of menu button, profile button, and also

several hot selling menus. From the homepage, customer can navigate through the app to get suggested food.

The second picture is the cart page where customers can review their order for confirmation and payment. In this page, the menu selected by the customers is viewed with the details of the food and the total price.

In the profile page, customers can review and edit their personal details, manage their subscription information, and, specifically for the B40 community, assess their eligibility for free food. To access the privilege of receiving free food, B40 community members need to apply through the designated process. Additionally, the profile page may incorporate features allowing customers to provide reviews and ratings based on their experiences, contributing to a transparent and community-driven platform.

8. CONCLUSION AND FUTURE WORKS

In conclusion, our exploration in establishing the conceptual and validated "Quick Foody" business model revealed key challenges encountered by diverse customer segments, including busy professionals, students, retrenched workers, and food providers & couriers within the B40 or low income bracket, as well as breakfast providers in general. The primary job-to-do for these individuals is to access a convenient, diverse, and affordable breakfast. The extreme pains they encounter include financial constraints, schedule limitations, and a dearth of wholesome options. Conversely, the essential gains pursued are not just limited to a meal but incorporate speed, convenience, and overall well-being. The conceptual solution of "Quick Foody" shines out as a significant differentiator in addressing these challenges. Our conceptual business model concentrates on creating value and benefits through innovative platform/app as gain creators and suffering relievers. Key features of our digital platform/app include a user-friendly interface for seamless online ordering and payment, a diverse breakfast menu tailored to individual preferences, and efficient delivery coordination and eco-system. By strategically positioning as a blue ocean player, emphasizing rapid and reliable services, affordability for the B40 community, and community engagement through food-preneur training up-skilling, and re-skilling, "Quick Foody" business model redefines the breakfast delivery landscape.

The next phase for Quick Foody is to build a business plan including expanding the platform to other meal categories, such as lunch and dinner. At the same time, exploring to increase its market potential and enhancing its relevancy to the various customer segments. Additionally, the integration of advanced technologies like AI for personalized meal recommendations; driver delivery app which provides step-by-step directions from restaurant and breakfast providers to customer to ensure smoother delivery processes in highly populated urban areas; and blockchain for ensuring transparency in donations will be explored to enhance the platform's functionality and usefulness. Future research should also investigate partnerships with government agencies like *Jabatan Kebajikan Masyarakat* and Zakat centres, NGOs including mosques, and international organizations to scale the model geographically and extend its social impact to other underserved communities.

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