

INAUGURAL EDU-ACTION JOURNEY WITH  
COOPERATIVE BEHAVIOR (*TA'AWUN*) OF MKITCHEN®  
STUDENTS IN FREE FOOD FOR THE NEEDY PEOPLE

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INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

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## Synopsis

This book narrates the inaugural edu-action journey with cooperative behaviour (*ta'awun*) in free food for the needy people at IIUM mKitchen® with Sri Mutiara Teguh Enterprise (cafeteria vendor at Mahallah Aminah IIUM Gombak). The main objective of the project is to transform Mahallah kitchen as a platform to provide free food, to up skill in food-preneurship, to create new employment opportunities, to give empowerment and to nurture entrepreneurship (3Es) among students. *Ta'awun* refers to cooperative behaviour among the participants, the sponsors, and the beneficiaries in initiating, planning, sponsoring, executing and evaluating the mKitchen® project at Sri Mutiara Teguh Enterprise, Mahallah Aminah. The journey officially started on 1 July 2021 with various student development entities at IIUM. After providing a 4-day online training on business model and plan, financial modelling, and digital marketing, the steering committee has decided to provide the real experience to the students. In conjunction with Malaysia Day on 16 September 2021, the students proposed for cooking and distributing free food to the needy as part of the first proof-of-concept for mKitchen students with the “Keluarga Malaysia” spirit. Nevertheless, the project has to adhere to movement restriction by the authority to prevent the spread of coronavirus disease (COVID-19). The second proof-of-concept is cooking food based on mKitchen students’ business plan.

JEL Classification: M13 and M15

*Keywords: Ta'awun, Cooperative Behaviour, mKitchen®, Community Engagement, IIUM, Mahallah Aminah*

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## PROJECT OBJECTIVES

Objectives of the initiative are to transform Mahallah or Masjid kitchen (mKitchen®) as:

- Soup Kitchen (free, *halal & toyyiban* food) for the low income, poor and needy students,
- Incubation facility for a short-term apprenticeship and employment and at the same time up-skilling and empowering of the interested students from the low income, poor and needy family to become entrepreneurs (3E) in food entrepreneurship.

This mKitchen project is motivated, inspired, and guided by IIUM Roadmap 2021-2022. This is to nurture balanced human – staff and graduates, while creating values for institutional stability and societal wellbeing via experiential learning, responsible R&I, and community engagement. This is relevant to the local and global citizens.

## IIUM Roadmap 2021-2022 - Motivate, Inspire, & Guiding mKitchen Edu-Action



## **CHAPTER 1**

### **INTRODUCTION**

Mkitchen idea emerged in January 2021 when some of us had guilty conscious after observing statistics and news about declining in economic growth, increasing unemployment rate, more businesses are closing down, and more mental health problems. There were shouts within the society to help those who are in need of food and shelter. Everyone is checking their right, left, front, and back yards to see if anyone in the neighbourhood needs food. Some even proposed them to raise white flag as a symbol of seeking help. Those who sighted the white flags were immediately placed buckets of food at the doors without any contact.

These people are not poor and needy. They were forced to be poor and needy due to the economic situation that resulted from the measures to curb the global pandemic Covid-19. The existing welfare system has been unable to cope with the unexpected rise in the number of poor and needy.

Instead of just watching others doing something like soup kitchens, food buckets, food banks, mobile outreach, and so on, a few academics at IIUM Gombak felt that they could do something by applying their knowledge and talent to join the force in helping the poor and needy.

A few academics approached another peer to deliberate about the project. Finally, in late February 2021, the group managed to gather 15 academics from different kulliyahs (or faculties) to develop the initial business model. After carefully examining other models of soup kitchens and food buckets, the group has decided to use kitchens in mosques as a game changer to transform the poor and needy into entrepreneurship.

The group has presented the idea to a government agency for funding but was declined due to the social welfare nature of the project. The group also approached banks for potential CSR contributions, but was not accepted due to predetermined CSR projects. Not to forget, the group has approached zakat institutions for possible funding, unfortunately, was rejected as well.

The group approached several mosques about using kitchens in the mosques to provide free food and to train *asnaf* as entrepreneurs. Unfortunately, the idea was rejected due to lack of funding, manpower, and Movement Control Order (MCO).

At the end, the group has to do the project by themselves. They withdrew some portion of their hard earned income to start off the project. In the meantime, they persuaded some colleagues who are committee members of mosques to allow the project to occur at their mosques. They were brought to the mosque committee and had been shot down too. Nevertheless, they were brave enough to pledge to the mosque management that the group will bear all the expenses to run the kitchen including willing to pay rental for using the kitchen. With this pledge, the group was given permission to do the dry run. Every single process is managed and funded by the group.

At the same time, the mosque management was involved as participants in every stage of the project. Alhamdulillah, the first dry run was successful in producing 300 packs of food and distributed to the poor and needy. The group also invited key leaders of the society and key media players to do the coverage of the first dry run. Despite all this, the mosque management was not convinced fully about the funding.

The group organized a second dry run with some improvements in the operations. Alhamdulillah, the group used their own savings and their own manpower to make the second dry run event a success. The second dry run was successful in producing 300 packs of food – 150 packs were distributed to the poor and needy, while the rest was sold to the public.

The mosque management wanted the group to manage food giving events through one month in Ramadan 1442. The group took this opportunity to use their own savings again and sought public donation to enable the one-month long project to achieve the targets. Alhamdulillah, the spirit of Ramadan has motivated the public to donate generously. The 28-day Ramadan operation was successful in producing 300 packs of food daily – an average of 200 packs were distributed to the poor and needy, and the rest was sold to the public that generated a sale of more than RM21,000 for the 28-day Ramadan operation.



Nevertheless, this one month Ramadan achievement was not recognised due to the holiness of the month itself.

The mosque management insisted the group try out after Ramadan. Nevertheless, the stringent SOP of Enhanced Movement Control Order (EMCO) has hindered the group from making use of the mosque kitchen. This situation did not stop the group from making use of their own kitchen at home, with limited capacity to pursue the soup kitchen project. During *Eidul Adha* week, the group had distributed 100 free food packs to IIUM students on campus as well as 120 free food packs to *asnaf* of Masjid Al-Syakirin Gombak.

The group was approached by a local NGO for providing food to the needy in Kuala Lumpur or Selangor area on 31<sup>st</sup> August 2021. The group sought a mKitchen *asnaf* foodpreneurs to cook the food with the funding provided by the NGO. Alhamdulillah, the group had distributed 100 free food packs to the needy and homeless via the *Pusat Pembelajaran Komuniti* (PPK), DBKL Chow Kit. The project achieved its target and a milestone of helping the poor and needy. PPK DBKL has requested for IIUM to have a programme in teaching Quran and *Fardhu 'Ain* classes for the needy and homeless people.

With the same spirit, the group invited students who had undergone motivation and mKitchen digital entrepreneurship 4-day workshop, to cook food for distribution to the poor and needy on 16 September 2021 in conjunction with Malaysia Day.

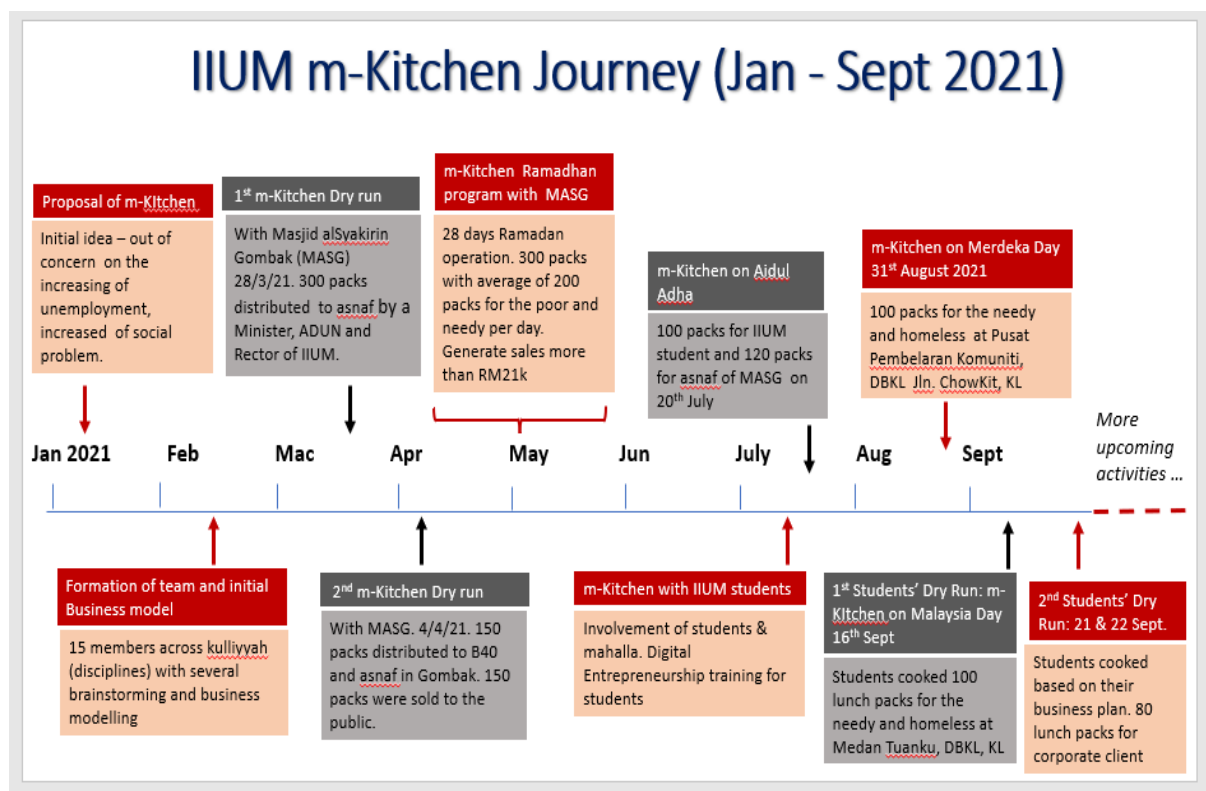
This project is not just about charity work. It has scholarship value that can benefit academia. For example, Ahmad Dahlan et al (2021a) presented a concept of mKitchen as (a) optimising under-utilised kitchens in delivering soup kitchen for the poor and needy, (b) an innovation to provide employment and to empower interested *asnaf* with entrepreneurial skills in the food business, and (c) income generation for Masjid through the rental of kitchen facilities, a win-win situation that benefitting Muslim institutions and society.

Mkitchen is an education action project. According to Ahmad Dahlan et al (2021b), proof of concepts or actions are louder than words. People would like to see the working model and example of sustainable success. Nevertheless,

Ahmad Dahlan et al (2021c) argued that *asnaf* citizens are capable of being independent after being provided with key resources like kitchens and empowered with business, digital and entrepreneurial knowledge, as well as business and cooking coaching and guidance.

Mhd. Sarif (2020) contended that the presence of Covid-19 requires innovation to face the restrictions and new normal life. Nevertheless, Mhd. Sarif, et al. (2021) argued that the grass root cooperation via *ta'awun* spirit is capable of transforming the poor and needy as *asnaf*-preneurs with strategic entrepreneurial training to face the post-pandemic Covid-19 situations. Mhd. Sarif et al (2021) argued that the cooperative behaviour to transform *asnaf* can be extended with the participation from civic organizations.

A walk through of the mKitchen activities can be depicted as follows:



## CHAPTER 2

### SELECTION OF IIUM STUDENTS FOR MKITCHEN PROJECT

The selection of mKitchen students was made by the Student Affairs and Development Division (STADD), IIUM. Mr Anizam of STADD has called for participants of IIUM students in mKitchen project. Table 1 summarises the students who have applied for the mKitchen project.

Table 1: The list of applicants for IIUM Student mKitchen project

<b>Name</b>	<b>Year</b>	<b>Kulliyah</b>	<b>Mahallah</b>
Sister 1	4	KIRKHS	Maryam
Brother 1	2	KOE	Siddiq
Brother 2	2	KENMS	Uthman
Brother 3	2	KOED	Zubair
Sister 2	4	KIRKHS	Asma'
Sister 3	3	KICT	Ruqayyah
Brother 4	2	KOED	Uthman
Sister 4	4	KIRKHS	Asma'
Sister 5	4	KOE	Asiah
Brother 5	2	KICT	Siddiq
Brother 6	3	AIKOL	Uthman
Sister 6	2	KIRKHS	Asiah
Brother 7	2	KENMS	Uthman
Brother 8	2	KICT	Ali
Sister 7	2	AIKOL	Safiyyah
Brother 9	3	KOE	Ali
Sister 8	3	KOE	Hafsah
Brother 10	3	KOE	Uthman
Sister 9	3	AIKOL	Salahuddin
Sister 10	3	KENMS	Nusaibah
Sister 11	3	KIRKHS	Aminah
Sister 12	4	KENMS	Salahuddin
Brother 11	4	KICT	Uthman
Sister 13	4	KOED	Salahuddin

Sister 14	4	KAED	Aminah
Brother 12	4	KIRKHS	Uthman
Sister 15	4	KIRKHS	Asma'
Sister 16	4	KIRKHS	Asma'
Sister 17	4	KAED	Safiyyah
Sister 18	4	KIRKHS	Off campus

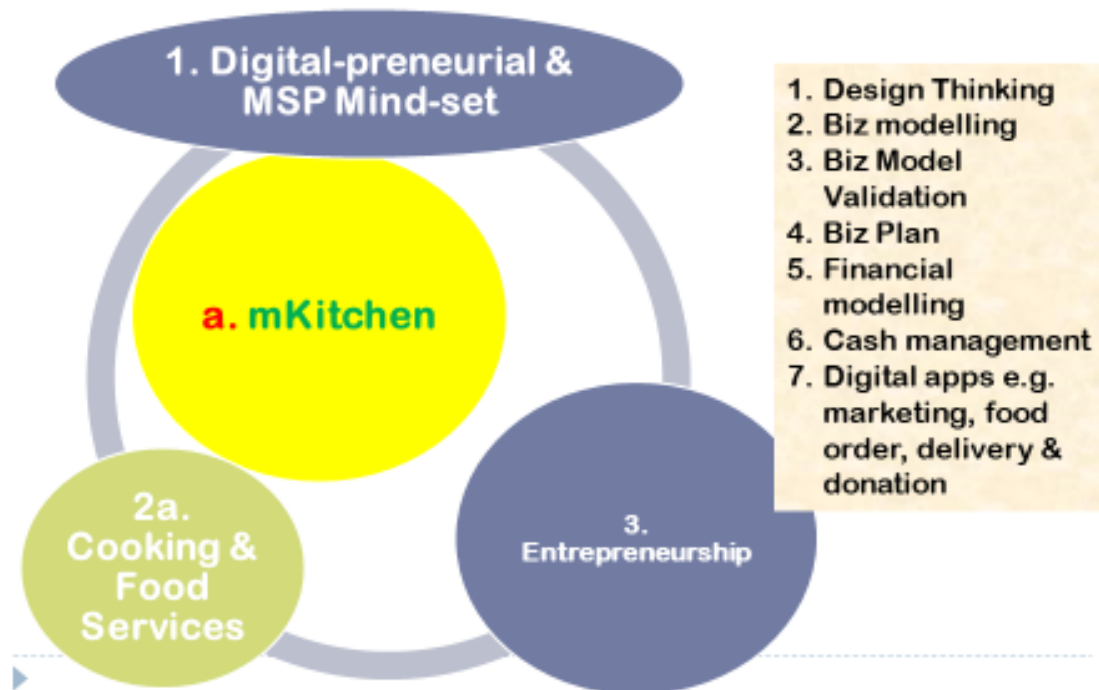
After the selection process, eight out of thirty students were recruited. The first mKitchen Student Meeting was held on 12<sup>th</sup> August 2021 where they were given an overview of mKitchen project.



Subsequently, the 3E (Employment, Empowerment and Entrepreneurship) upskilling workshop for the students was discussed. The trainers are Hj Jamaludin, Hj Abdul Rahman, Mdm Noor Azian, Dr Nurhafizah and Dr Dzuljastri. The students agreed to have a 4-day workshop programme from 23 August 2021 to 26 August 2021. The upskilling programme is a culmination of 3 Key Modules with Emphasis on (a) Digital-preneurial & Multi-sided Platform (MSP) Mind-set module; (b) Cooking & Food Services module; and (c) Entrepreneurship module covering Design Thinking, Business Modelling, Business Model Validation, Business Plan, Financial modelling, Cash

management, Digital platform & apps such as marketing, food order, delivery & donation.

**Up- & Re-Skilling 3E Framework is a culmination of 3 Key Components with Emphasis on Digital-preneurial & Multi-sided Platform (MSP) Mind-set**



Unlike the general public, university students have been exposed to various entrepreneurship programs organized by various entities on campus and outside campus. However, for mKitchen, the training has been customized to achieve the specific objectives of mKitchen. Firstly, is to optimize the utilization of mosque and/or mahallah kitchens in providing *sejahtera* soup kitchen (free, *halal* & *toyyiban* food) for the low income, poor and needy. Secondly is to provide an incubation facility that is dedicated to create apprenticeship and short-term employment, to empower, and to nurture entrepreneurship (3E) in food entrepreneurship for students from the low income, poor and needy families. The students' version is of *sejahtera*, humanising, *maqasidic*, and for *rahmatan lil'alamin* (Ahmad Dahlan et al, 2021a, 2021b, 2021c).

## 3E (Employment, Empowerment & Entrepreneurship) Digital Entrepreneurship Workshop: 23 – 26 Aug. & 2 Sept. 2021

Module	Day / Time	Mode
1 - Entrepreneurial & Business Model Mind-set	23/8/21: 10 am – Jamaludin	Lecture
2 - Building an Initial Business (Biz) Model • <i>Design Thinking, Business Modelling &amp; Tools</i> - Develop Initial Biz Model – EM, BMC, VPC - Presentation of Initial Biz Model	11 am – Abdul Rahman  12 noon - 4 hrs 4pm – 2hrs	Lecture  Workshop Presentation
3 - Validate & Test the Initial Business Model - Redefine Validated Business Model - Presentation of Validated Biz Model	24/8/21: 9 am - 3 hrs 1 hr 5pm - 2 hrs	Field Work Workshop Presentation
4 - Building the Business Plan • <i>Business planning &amp; Financial modelling</i> - Develop Business Plan - Presentation of Business Plan	25/8/21: 10 am - Jamaludin  11 am - 4 hrs 5pm – 2hrs	Lecture  Workshop Presentation
5 - Digital Marketing & Apps	26/8/21: 4 hrs Dr Nurhafizah/ Noor Azian	Lecture & Workshop
6 - Cash Flow Management	2/9/21: 9am - Dr Dzuljastri 10 am – 2hrs	Lecture Workshop



3E - Digital Entrepreneurship Clinic 23/8/2021

## CHAPTER 3

### MODULE 1: ENTREPRENEURIAL MIND-SET & BUSINESS MODEL

The 3E Digital Entrepreneurship Workshop Module 1 is focused on transforming to the entrepreneurial mind-set based on a multi-sided digital platform business model.

#### ENTREPRENEURIAL MIND-SET:

An entrepreneurial mindset is a set of skills that enable people to:

- a. identify pains & gains of customers
- b. identify & make the most of opportunities,
- c. overcome & learn from setbacks, and
- d. succeed in providing solution & value creation as “forces for good”.

#### DOMAINS OF ENTREPRENEURIAL MINDS:

- a. Future orientation
- b. Comfort with risks
- c. Flexible and adaptable
- d. Creative in identifying and solving problems
- e. Able to be creative and innovative
- f. Able to recognise opportunity
- g. Able to communicate and collaborate
- h. Able to initiate and self-reliance

#### WHY ENTREPRENEURS VENTURE INTO A NEW BUSINESS?

- a. They **understand** the extreme pains, essential gains & challenges of Customer Segment (CS). They have the **passion & interest** to solve the problems faced by the CS.
- b. They have the competency to build the **product/services** as **solutions** that the CS wants i.e. the job-to-do, gain creator and pain reliever.
- c. They know the **sustainability** of their business (*at least paying entrepreneurs' salary*), with **high demands**, where CS is **willing & capable** of paying for the **solutions**.

## **SOCIO-ECONOMIC REASONS IN MALAYSIA**

Effects of COVID-19 & MCO on Businesses, Employment & Livelihood (May 2000 vs. Nov 2020).

- a. Businesses facing three (3) main issues namely *Salary Payment, No Customers, and Rental Payment*
- b. Unemployment Rate 4.8%; 800k unemployed in Nov. 2020
- c. Income for poor urban family drops from RM1500 to RM 1000/month  
(Source: UNICEF “Families on The Edge” 2020)

## **HOUSEHOLD INCOME ESTIMATES & INCIDENCE OF POVERTY REPORT, MALAYSIA, 2020**

- a. 20.0% of households from the M40 group have moved to the B40 group.
- b. 12.8% of households from the T20 group have shifted to the M40 group.  
(Source: Department of Statistics, Malaysia, 6 August 2021)

## **THE COVID-19 & MCO GAVE BIRTH TO NEW TRENDS & OPPORTUNITIES AND CREATING UNDER-UTILISED RESOURCES**

Micro, Small and Medium business (MSME) entrepreneurs should explore additional areas of digital opportunities.

### **New business models for doing business:**

- a. Sell digital products based on your skills.
- b. Provide valued information that helps consumers make other purchasing decisions. E.g. Commission payments through affiliate marketing sales.
- c. Become a matchmaker like GrabFood, FoodPanda, AirBnB *more local solutions fitting local circumstances.*

In 2020 alone, growth within the digital economy has accelerated as the COVID-19 pandemic:

- a. gave birth to new digital businesses,
- b. forced traditional brick-and-mortar enterprises to pivot online, and
- c. saw millions of Malaysians go virtual for their eCommerce, entertainment, and education needs.

(Source: Malaysia Digital Economy Blueprint, 2021)

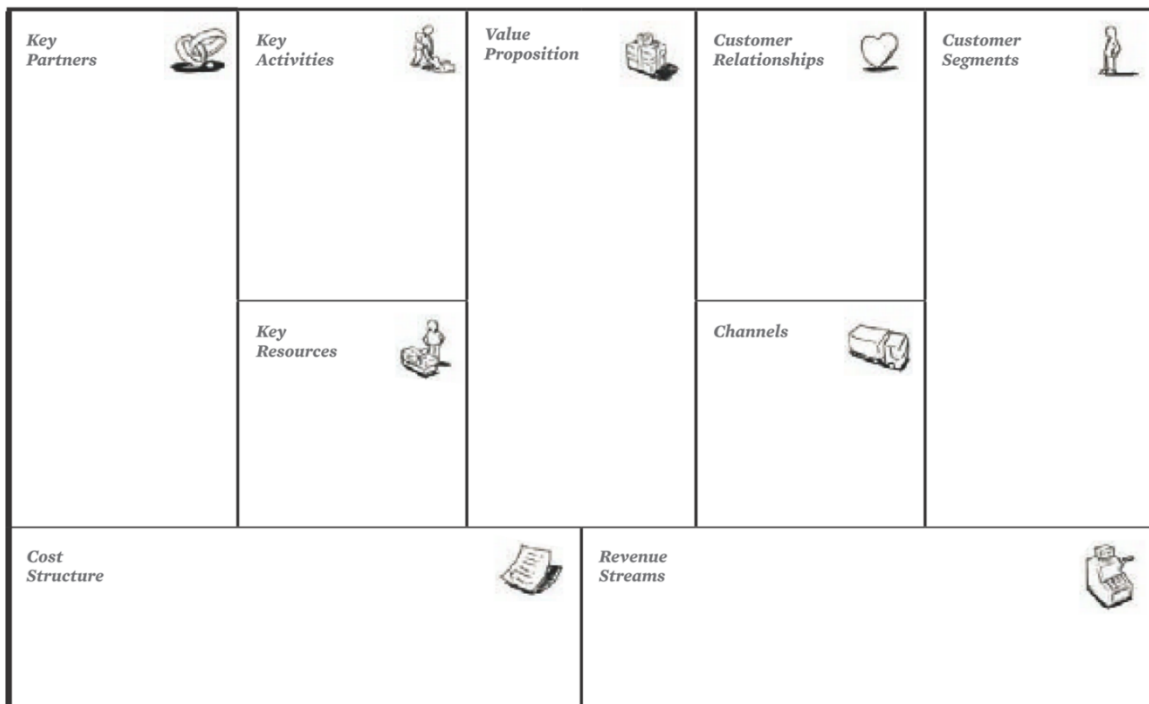


## WHAT IS A BUSINESS MODEL?

A business model describes the rationale of how an organization creates, delivers and captures **VALUE**. It can be described using the business model canvas (BMC) through **9 building blocks**:

- a. Customer Segments,
- b. Value Propositions,
- c. Channels,
- d. Customer Relationships,
- e. Revenue Streams,
- f. Key Resources,
- g. Key Activities,
- h. Key Partnerships, and
- i. Cost Structure.

## BUSINESS MODEL CANVAS (BMC)



A sample BMC for a typical soup kitchen business model:

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> <li>NGOs</li> <li>Restaurants</li> <li>Markets Supermarkets</li> <li>Govt Depts</li> <li>Media</li> </ul>	<ul style="list-style-type: none"> <li>Prepare &amp; Serve Food</li> <li>Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Free food</li> <li>Socialization</li> <li>Impact</li> <li>CSR</li> </ul>	<ul style="list-style-type: none"> <li>Soup kitchen</li> <li>Marketing campaign</li> </ul>	<ul style="list-style-type: none"> <li>Urban Poor &amp; Homeless</li> <li>Corporate Donor</li> <li>Individual Donor</li> </ul>
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>Space rental</li> <li>Food materials</li> </ul>		<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>Free food</li> <li>Inconsistent Donation</li> </ul>		

A possible BMC for mKitchen business model:

<b>mKitchen Multi-sided Platform Business Model</b> (simplified version)				
Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> <li>JAKIM/MAIN/JAIN</li> <li>- Zakat Centres</li> <li>- YaPEIM/ YADIM</li> <li>- Masjid community</li> <li>- Penghulu</li> <li>- NGOs e.g. PPIM</li> </ul> <ul style="list-style-type: none"> <li>Grocery stores &amp; supermarkets, farms, micro &amp; small FP, home kitchens, restaurants, delivery &amp; local businesses</li> </ul> <ul style="list-style-type: none"> <li>Social Media &amp; Established Media e.g. TV Hijrah</li> </ul>	<ul style="list-style-type: none"> <li>Reskilling/upskilling</li> <li>Acquire, Prepare, Pack &amp; Deliver Food</li> <li>Cash Management</li> <li>Advertise &amp; Promote</li> <li>Manage CS &amp; KP</li> </ul>	<ul style="list-style-type: none"> <li>1. Free, quality &amp; SOP compliant food with delivery options</li> <li>2. 3E (Employment, Empowerment, Entrepreneurship) for B40 in food &amp; food delivery</li> <li>3. Variety quality food with digital platform &amp; delivery options</li> </ul> <ul style="list-style-type: none"> <li>CSR - Reduce hunger, create jobs, &amp; enhance quality of life</li> </ul>	<ul style="list-style-type: none"> <li>Masjid/ CC</li> <li>Counseling, Reskilling &amp; Coaching</li> <li>DP for order, delivery &amp; service</li> <li>Manage/support CS</li> </ul>	<ul style="list-style-type: none"> <li>1. B40s &amp; Retrenched workers</li> <li>2. Consumer - Individual, NGO &amp; Corporate</li> <li>2. Restaurant, stall, home kitchen &amp; delivery</li> <li>Donor - Corporate - NGOs - Individual</li> </ul>
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>Food raw material</li> <li>Allowances for B40 mKitchen crew</li> <li>Utilities</li> </ul>		<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>Free food</li> <li>- Sales/ Pay-as-you-wish with a minimum price</li> <li>- Commission</li> <li>Inconsistent Donations</li> <li>Consistent Waqaf</li> </ul>		

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## **WHAT IS THE PLATFORM ECONOMY BUSINESS MODEL AND WHY IS IT IMPORTANT?**

The platform economy is supported by the unique level of **global internet connectivity** and promises huge financial and business value.

- a. Permits innovative/agile business **collaboration** within/across industries.
- b. Allows for innovative **delivery solutions** for goods and services.
- c. Provides **access** to new markets and customers at local and global level.
- d. Sets the basis for rapidly accelerating growth.

Mkitchen students should design a unique platform business model. The platform business model enables entrepreneurs to realise the **opportunities provided by the platform economy** and to reap the benefits.

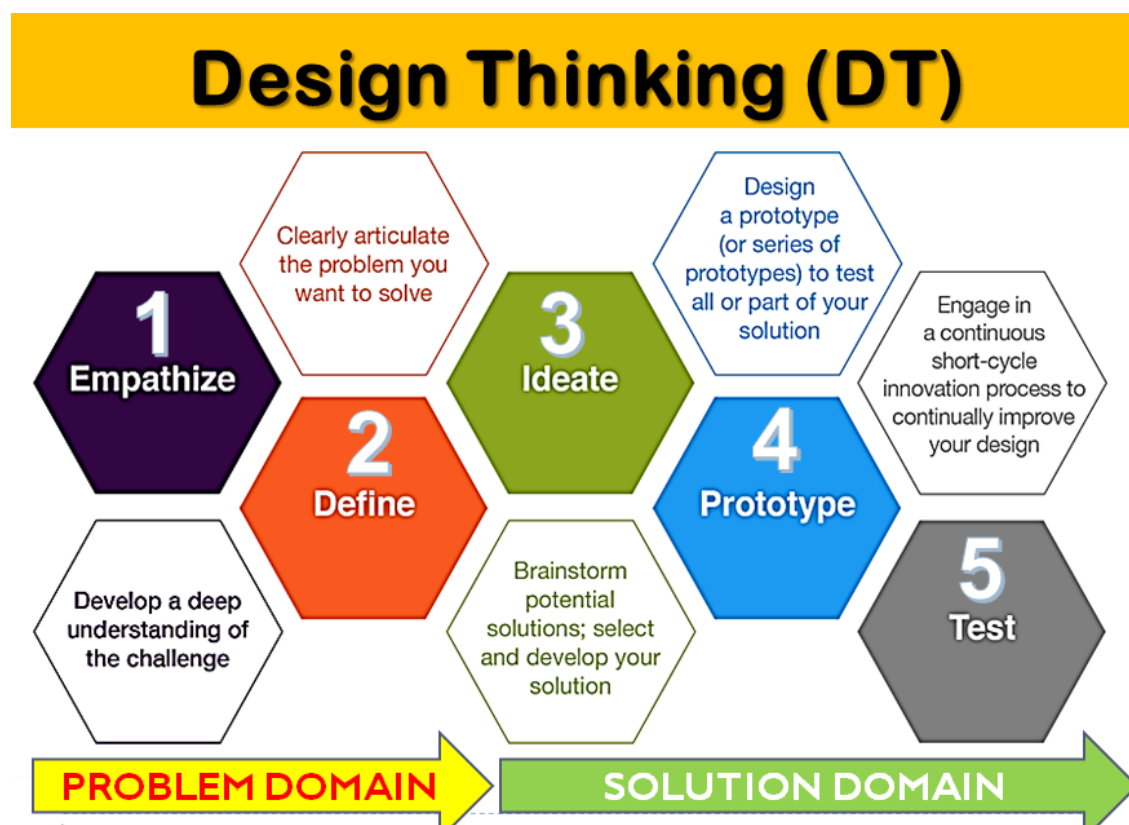
- a. Enables entrepreneurs to **innovate** their business as game changers.
- b. Enables the **monetisation of data** by data acquisition and sharing, control of data flows and data analytics.
- c. Demonstrates **business scalability** with close to zero marginal costs.
- d. Allows for **cost cutting** by streamlining business processes and organisations.

## CHAPTER 4

### MODULE 2: BUILDING AN INITIAL BUSINESS MODEL USING DESIGN THINKING AND BUSINESS MODELLING TOOLS

The 3E Digital Entrepreneurship Workshop Module 2 is focus on building an initial business model using the design thinking approach and business modelling tools by Osterwalder & Pigneur (2010) – Business Model Canvas (BMC), Value Proposition Design Canvas (VPC), Business Environment Map (EM).

#### THE DESIGN THINKING (DT) APPROACH:



The DT approach has two key domains namely (a) Problem Domain with two processes – Empathise & Define, and (b) Solution Domain with three processes – Ideate, Prototype & Test. The Problem Domain is to understand and define the key challenges and problems to be solved. The Solution Domain is to ideate, prototype, and test & pivot the viable solutions:

- a. Firstly, **Sketch out your Hypotheses**
  - Develop a series of untested hypotheses

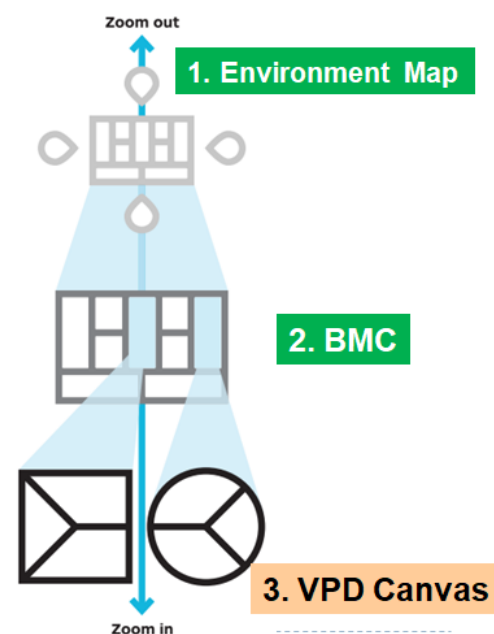
- Summarize hypotheses in the form of a BMC, VPC and EM
- b. Secondly, **Listen to Customers**
  - “Get out of the building” approach. *Customer development* is to test their hypotheses.
  - Rapidly assemble minimum viable products (MVP)
- c. Thirdly, **Quick, Responsive Development**
  - Agile joint development with customers
  - Developing MVP iteratively & incrementally

## An Integrated Suite of Tools of Biz Modelling

The Value Proposition Canvas (VPC) makes value propositions visible and tangible and thus easier to discuss and manage.

- It perfectly integrates with the Business Model Canvas (BMC) and the Environment Map (EM).
- Together, they shape the foundation of a suite of business tools.

The Value Proposition Canvas zooms into the details of two of the building blocks of the Business Model Canvas.



# An Integrated Suite of Business Modeling Tools

## 1. The Environment Map

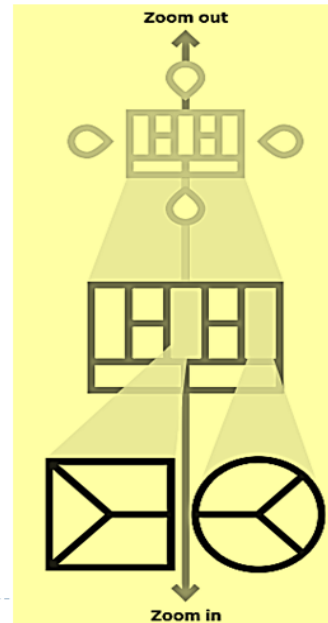
*helps you understand the context in which you create.*

## 2. The Business Model Canvas

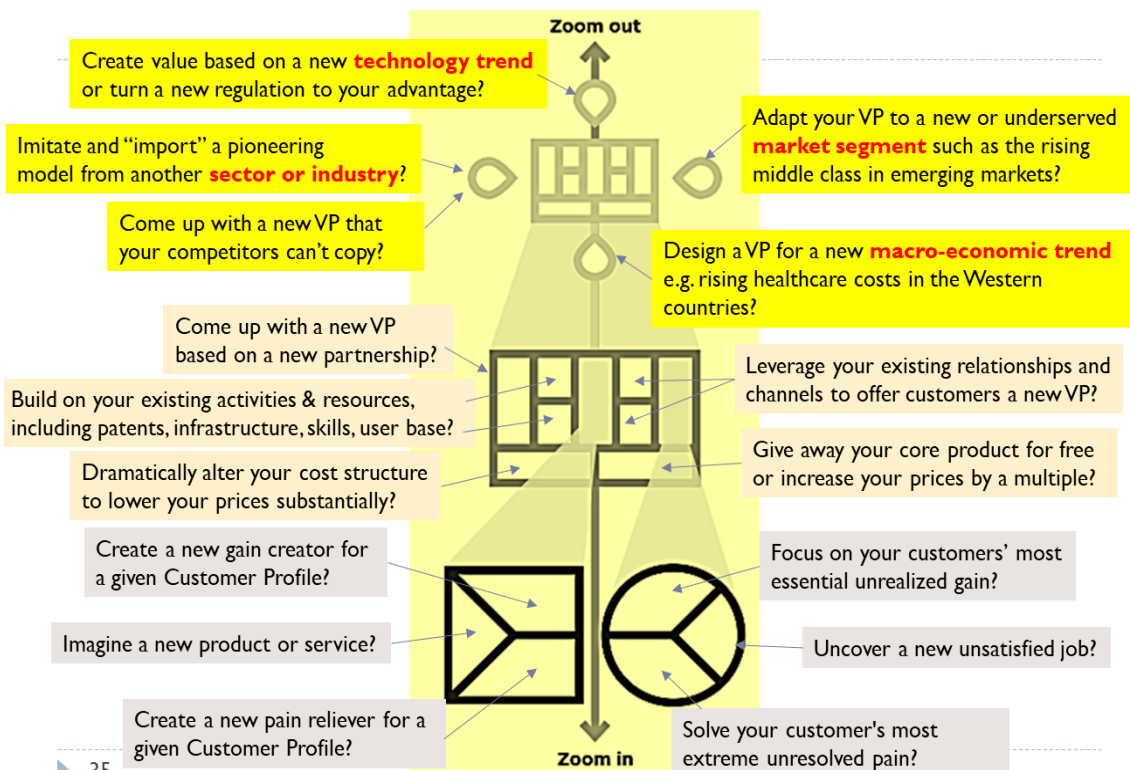
*helps you create value for your business.*

## 3. The Value Proposition Canvas

*helps you create value for your customers.*



# The Big Picture: Business Modeling

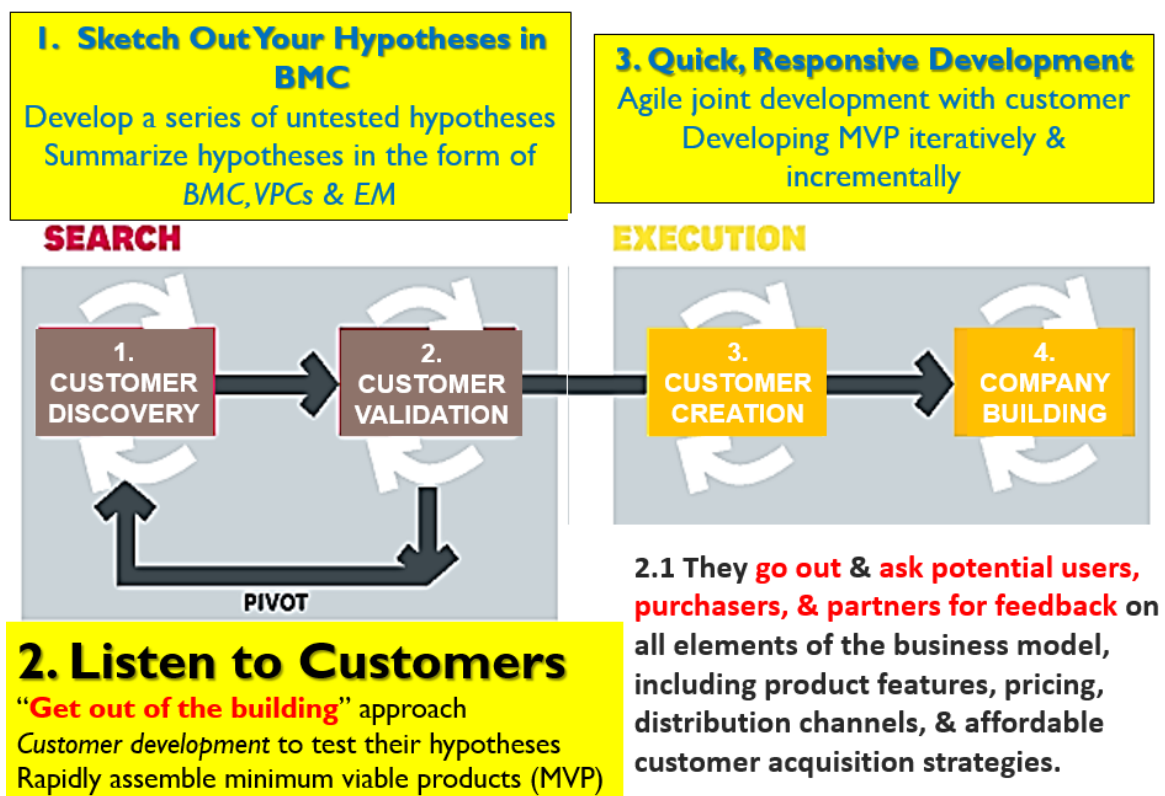


## CHAPTER 5

### MODULE 3: VALIDATE & TEST THE INITIAL BUSINESS MODEL

The 3E Digital Entrepreneurship Workshop Module 3 is focused on validating and testing the initial business model developed in Module 2 in the form of EM, BMC, and VPC.

#### VALIDATE, TEST & PIVOT THE INITIAL BUSINESS MODEL

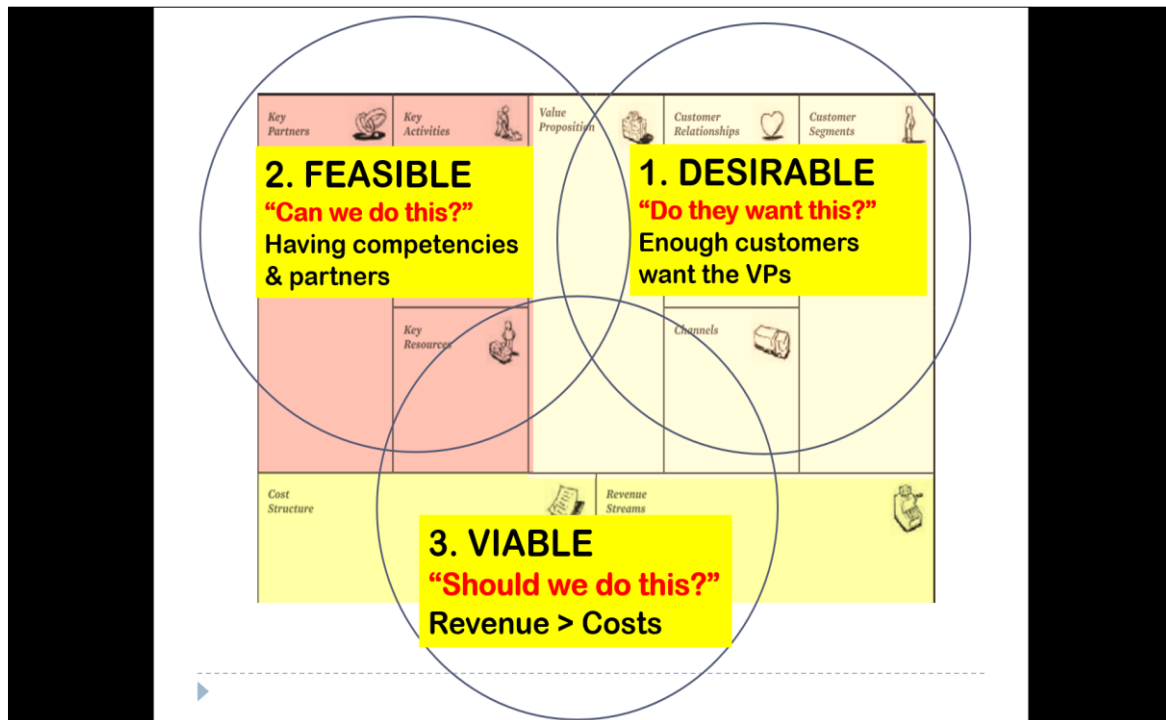


Lean and new start-ups use a “get out of the building” approach called *customer development* to validate and test their hypotheses (Listen to Customers).

- They go out & ask potential users, purchasers, & partners for feedback on all elements of the business model, including service & product features, pricing, distribution channels, and affordable customer acquisition strategies.
- The emphasis is on nimbleness & speed: New ventures rapidly assemble minimum viable products (MVP) & immediately elicit customer feedback.

- c. Using customers' input to revise their assumptions, they start the cycle over again, testing redesigned offerings & making further small adjustments (iterations) or more substantive ones (pivots) to ideas that aren't working.

Validating and testing the initial business model (adapted from Bland & Osterwalder, 2020; and Osterwalder et al., 2014) are as follows:



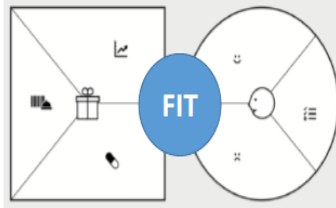


## MARKET RISK Desirability Hypotheses

### Value Map

We believe our products & services...

- really solve for **high-value customer jobs**
- relieve **top customer pains**
- create **important customer gains**



### Customer Profile

We believe that we are ...

- addressing **jobs** matter to customers
- focused on **pains** matter to customers
- focused on **gains** matter to customers

### Value Propositions

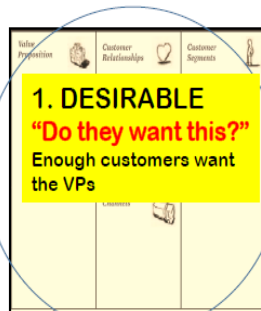
We believe...

- we have the right VPs for the CSs we are targeting.
- our VP is unique enough to replicate.

### Customer Relationships

We believe...

- we can build the right relationships with customers
- it is difficult for customers to switch to a competitor's product.
- we can retain customers



### Customer Segments

We believe...

- we are targeting the right customer segments.
- the segments we are targeting actually exist.
- the segments we are targeting are big enough.

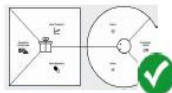
### Channels

We believe...

- we have the right channels to reach and acquire our customers
- we can master the channels to deliver value

FIT

## On Paper



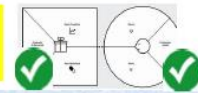
1. Problem-Solution Fit takes place when you:

- Have **evidence** that CS care about certain jobs, pains, & gains.
- Designed a VP that addresses those jobs, pains, & gains.

At this stage you do not yet have evidence that CSs actually care about your VP.

FIT

## In the Market



2. Product-Market Fit takes place when you

- Have **evidence** that your products and services, pain relievers, and gain creators are actually creating customer value and getting traction in the market.

During this second phase, you strive to validate or invalidate the assumptions underlying your VP. You will inevitably learn that many of your early ideas simply don't create customer value (i.e., customers don't care) and will have to design new VPs.

FIT

## In the Bank



3. Business Model Fit takes place when you:

- Have **evidence** that your VP can be embedded in a **profitable & scalable** biz model.
- A great VP without a great biz model may mean suboptimal financial success or even lead to failure. You don't have biz model fit until you can generate more revenues with your VP than you incur costs to create and deliver it (or "them" in the case of platform models with more than one interdependent VPs).

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<b>2. FEASIBLE</b> <b>"Can we do this?"</b> Having competencies & partners		Key Resources	Channels	
Cost Structure		Revenue Streams		

**INFRASTRUCTURE RISK**  
*Feasibility Hypotheses*

**Key Resources**  
We believe that we...

- can secure and manage all technologies and resources (at scale) that are required to build our business model, including intellectual property and human, financial, and other resources.

**Key Activities**  
We believe that we...

- can perform all activities (at scale) and at the right quality level that is required to build our business model.

**Key Partners**  
We believe that we...

- can create the partnerships required to build our business.

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure		Revenue Streams		

**3. VIABLE**  
**"Should we do this?"**  
 Revenue > Costs

**FINANCIAL RISK**  
*Viability Hypotheses*

**Revenue Streams**  
We believe that we...

- can get customers to pay a specific price for our VPs.
- can generate sufficient revenues.

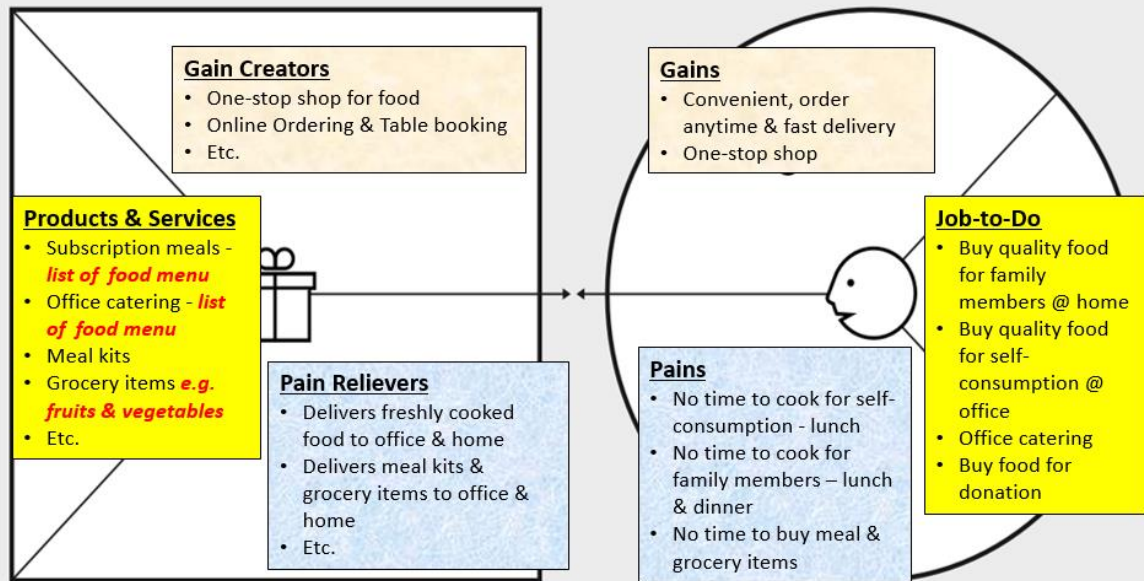
**Cost Structure**  
We believe that we...

- can manage costs from our infrastructure and keep them under control.

**Profit**  
We believe that we...

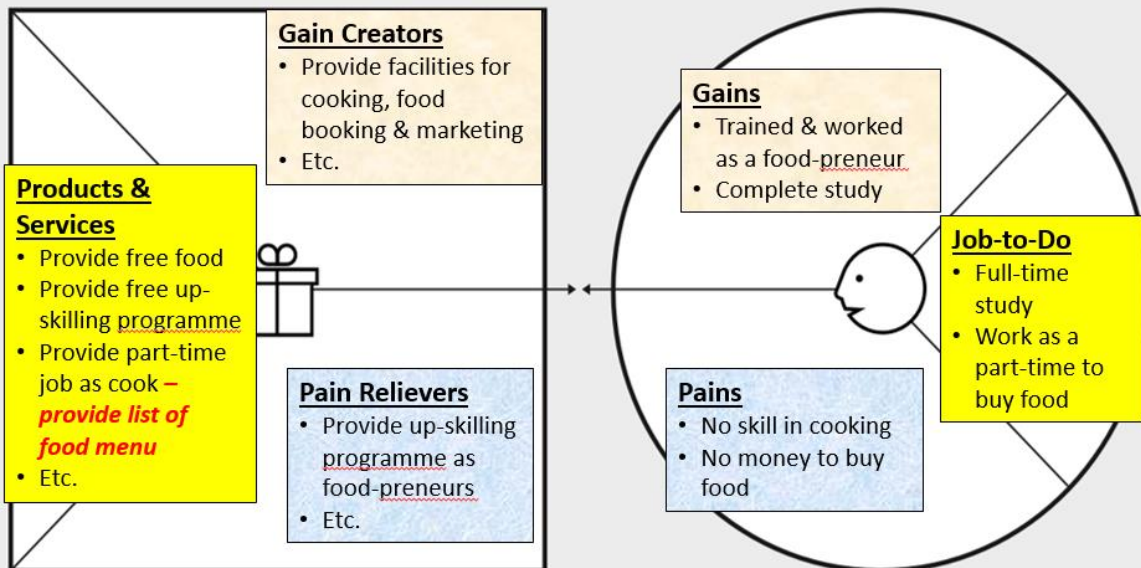
- can generate more revenues than costs in order to make a **PROFIT**

## Example: CS – Working Professionals with children



In your **validation process**, please verify (a) Job-to-Do, Pains & Gains of CS; Products/ Services, Gain Creators, Pain Relievers, (b) List of food menu offered

## Example: Customer Segment – B40 Student



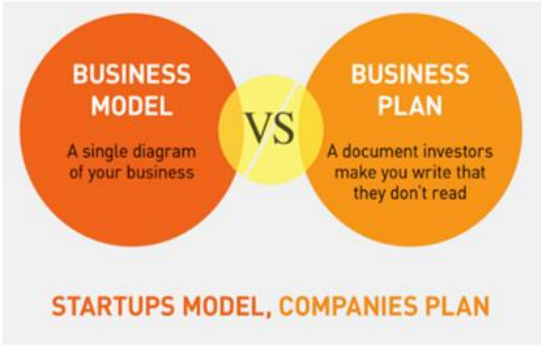
In your **validation process**, please verify (a) Job-to-Do, Pains & Gains of CS; Products/ Services, Gain Creators, Pain Relievers, (b) List of food menu



## CHAPTER 6

### MODULE 4,5 & 6: BUILDING THE BUSINESS, MARKETING & FINANCIAL PLAN

The 3E Digital Entrepreneurship Workshop Module 4 is focused on building up the business plan, marketing plan, and financial model based on the validated business model developed in Module 3. Both business model and business plan are needed.



**STARTUPS MODEL, COMPANIES PLAN**

### BUSINESS MODEL VS BUSINESS PLAN

<b>GET OUTSIDE</b> and talk to customers	<b>STAY INSIDE</b> and do library research
focus on <b>INPUT</b> received in validation	focus on <b>OUTPUT</b> to create presentation
<b>START LEAN</b> and build a prototype	<b>SPEND BIG</b> to optimize the product
<b>CHANGE</b> your initial assumptions to fulfill customer needs	<b>FORTIFY</b> your initial assumptions with conformed data
<b>CHASE CUSTOMERS</b> to get needed validation	<b>CHASE FUNDING</b> to get needed money
<b>LAUNCH</b> by applying customer proven processes	<b>TALK</b> about what might happen in the future

**Over 85% of new businesses fail** within a few years, often because they try to plan their way to success. **It's time to change.**

<https://www.businessmodelcompetition.com/general-information.html>

## BUSINESS PLAN



### Typical Business Plan Content:

- a. executive summary
- b. mission statement
- c. business description
- d. business environment analysis
- e. SWOT analysis
- f. industry background
- g. competitor analysis
- h. market analysis
- i. marketing plan
- j. operations plan
- k. management summary
- l. financial plan
- m. achievements and milestones

### Typical questions addressed by a business plan

What problem does the company's product or service solve? What niche will it fill?

What is the company's solution to the problem?

- a. Who are the company's customers, and how will the company market and sell its products to them?
- b. What is the size of the market for this solution?
- c. What is the business model for the business (how will it make money)?
- d. Who are the competitors and how will the company maintain a competitive advantage?
- e. How does the company plan to manage its operations as it grows?
- f. Who will run the company & what makes them qualified to do so?
- g. What are the risks and threats confronting the business, and what can be done to mitigate them?
- h. What are the company's capital and resource requirements?
- i. What are the company's historical and projected financial statements?

*Cayenne Consulting LLC Ten Big Questions, 2015*

# FINANCIAL MODELLING TOOL:

# Cashflow and Profit & Loss

CASH-FLOW		Rev Sharing %: XYZ 30% mPX 70%												
notes		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>1</b>	<b>INFLOW</b>													
1.1	TOTAL REVENUE	26,828	0	42,360	69,188	55,774	55,774	76,954	98,134	118,255	76,954	110,489	76,954	807,664
	<b>1 TOTAL INFLOW</b>	<b>26,828</b>	<b>0</b>	<b>42,360</b>	<b>69,188</b>	<b>55,774</b>	<b>55,774</b>	<b>76,954</b>	<b>98,134</b>	<b>118,255</b>	<b>76,954</b>	<b>110,489</b>	<b>76,954</b>	<b>807,664</b>
<b>2</b>	<b>OUTFLOW</b>													
2.1	Capital Expenditure	4,200	0	0	5,000	3,000	0	20,300	0	3,200	0	0	0	35,700
2.2	Human resource	3,000	3,000	3,000	3,000	7,910	7,910	18,193	18,193	19,549	19,549	19,549	19,549	142,402
2.3	Cost of Sale	24,280	2,000	34,270	56,391	43,531	44,831	60,216	78,401	91,191	59,716	84,867	61,716	641,407
2.4	Other	4,633	4,633	5,133	5,133	5,133	5,133	11,783	11,783	11,783	11,783	11,783	11,783	100,500
2.5	Corporate Tax	0	0	0	0	0	0	0	0	0	0	0	0	0
	<b>3 TOTAL OUTFLOW</b>	<b>36,113</b>	<b>9,633</b>	<b>42,403</b>	<b>69,524</b>	<b>59,574</b>	<b>57,874</b>	<b>110,492</b>	<b>108,377</b>	<b>125,724</b>	<b>91,048</b>	<b>116,199</b>	<b>93,048</b>	<b>920,009</b>
<b>3</b>	<b>GROSS CASHFLOW</b>													
3.1	Monthly	(9,285)	(9,633)	(43)	(336)	(3,800)	(2,100)	(33,538)	(10,243)	(7,469)	(14,094)	(5,710)	(16,094)	(112,345)
<b>4</b>	<b>FINANCING</b>													
4.1	Equity													
a.	SHARE HOLDER-INVESTOR ADVANCE	11,000	10,000	1,000	1,000	5,000	3,000	34,000	11,000	9,000	14,000	7,000	17,000	123,000
	<b>TOTAL EQUITY</b>													
4.2	Term Loan													
a.	Loan Drawdown													
Less:														
4.3	Loan Repayment													
4.4	Interest & Fees on loan	820	820	820	820	820	820	820	820	820	820	820	820	9,840
4.5	Shareholder Advance Repayment													0
<b>5</b>	<b>NET CASHFLOW</b>													
5.1	Monthly	895	(453)	137	(156)	380	80	(358)	(63)	711	(914)	470	86	815
5.2	Cumulative	895	442	578	422	802	882	525	462	1,173	259	729	815	

XYZ Sdn Bhd

PROFIT AND LOSS		Rev Sharing %: XYZ 30% mPX 70%												
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>1</b>	<b>REVENUE</b>	26,828	0	42,360	69,188	55,774	55,774	76,954	98,134	118,255	76,954	110,489	76,954	807,664
Less:	COST OF SALE	24,280	2,000	34,270	56,391	43,531	44,831	60,216	78,401	91,191	59,716	84,867	61,716	641,407
	<b>2 GROSS PROFIT</b>	<b>2,548</b>	<b>(2,000)</b>	<b>8,090</b>	<b>12,797</b>	<b>12,244</b>	<b>10,944</b>	<b>16,739</b>	<b>19,734</b>	<b>27,064</b>	<b>17,239</b>	<b>25,622</b>	<b>15,239</b>	<b>166,257</b>
Less:	HR AND OTHER	7,633	7,633	8,133	8,133	13,043	13,043	29,976	29,976	31,332	31,332	31,332	31,332	242,902
Less:	DEPRECIATION & AMORTIZATION	992	992	992	992	992	992	992	992	992	992	992	992	11,900
	<b>3 OPERATING PROFIT</b>	<b>(6,077)</b>	<b>(10,625)</b>	<b>(1,035)</b>	<b>3,672</b>	<b>(1,792)</b>	<b>(3,092)</b>	<b>(14,230)</b>	<b>(11,235)</b>	<b>(5,260)</b>	<b>(15,086)</b>	<b>(6,702)</b>	<b>(17,086)</b>	<b>(88,545)</b>
Less:	Exceptional Items	0	0	0	0	0	0	0	0	0	0	0	0	0
	<b>4 PBIT</b>	<b>(6,077)</b>	<b>(10,625)</b>	<b>(1,035)</b>	<b>3,672</b>	<b>(1,792)</b>	<b>(3,092)</b>	<b>(14,230)</b>	<b>(11,235)</b>	<b>(5,260)</b>	<b>(15,086)</b>	<b>(6,702)</b>	<b>(17,086)</b>	<b>(88,545)</b>
Less:	Interest & Loans Fees	820	820	820	820	820	820	820	820	820	820	820	820	9,840
	<b>5 PBT</b>	<b>(6,897)</b>	<b>(11,445)</b>	<b>(1,855)</b>	<b>2,852</b>	<b>(2,612)</b>	<b>(3,912)</b>	<b>(15,050)</b>	<b>(12,055)</b>	<b>(6,080)</b>	<b>(15,906)</b>	<b>(7,522)</b>	<b>(17,906)</b>	<b>(98,385)</b>
Less:	Corporate Tax (carry forward tax loss) 28%	0	0	0	0	0	0	0	0	0	0	0	0	0
	<b>6 PAT</b>	<b>(6,897)</b>	<b>(11,445)</b>	<b>(1,855)</b>	<b>2,852</b>	<b>(2,612)</b>	<b>(3,912)</b>	<b>(15,050)</b>	<b>(12,055)</b>	<b>(6,080)</b>	<b>(15,906)</b>	<b>(7,522)</b>	<b>(17,906)</b>	<b>(98,385)</b>

## MSHAH mKitchen Financial Model

CASH-FLOW Year 1		1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
<b>1</b>	<b>INFLOW</b>													
1.1	TOTAL REVENUE	71,250	71,250	71,250	71,250	71,250	71,250	71,250	71,250	71,250	71,250	71,250	71,250	855,000
	<b>1 TOTAL INFLOW</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>855,000</b>
<b>2</b>	<b>OUTFLOW</b>													
2.1	Capital Expenditure	6,100	0	0	0	0	0	0	0	0	0	0	0	6,100
2.2	Human resource	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	33,000
2.3	Cost of Sale	43,600	43,600	43,600	43,600	43,600	43,600	43,600	43,600	43,600	43,600	43,600	43,600	523,200
2.4	Other	800	800	800	800	800	800	800	800	800	800	800	800	9,600
2.5	Corporate Tax	0	0	0	0	0	0	0	0	0	0	0	0	0
	<b>3 TOTAL OUTFLOW</b>	<b>50,250</b>	<b>50,250</b>	<b>50,250</b>	<b>50,250</b>	<b>50,250</b>	<b>50,250</b>	<b>50,250</b>	<b>50,250</b>	<b>50,250</b>	<b>50,250</b>	<b>50,250</b>	<b>50,250</b>	<b>609,900</b>
<b>3</b>	<b>GROSS CASHFLOW</b>													
3.1	Monthly	12,609	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	222,000
<b>4</b>	<b>FINANCING</b>													
4.1	Equity													
a.	SHARE HOLDER-INVESTOR ADVANCE													
	<b>TOTAL EQUITY</b>													
4.2	Term Loan													
a.	Loan Drawdown													
Less:														
4.3	Loan Repayment													
4.4	Interest & Fees on loan													
4.5	Shareholder Advance Repayment													
<b>5</b>	<b>NET CASHFLOW</b>													
5.1	Monthly	17,509	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	207,000
5.2	Cumulative	17,509	32,518	47,527	62,536	77,545	92,554	107,563	122,572	137,581	152,590	167,599	182,608	207,000

CASHFLOW Year 2		1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
<b>1</b>	<b>INFLOW</b>													
1.1	TOTAL REVENUE	71,250	71,250	71,250	71,250	71,250	71,250	71,250	71,250	71,250	71,250	71,250	71,250	855,000
	<b>1 TOTAL INFLOW</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>71,250</b>	<b>855,000</b>
<b>2</b>	<b>OUTFLOW</b>													
2.1	Capital Expenditure	0	0	0	0	0	0	0	0	0	0	0	0	0
2.2	Human resource	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	33,000
2.3	Cost of Sale	43,600	43,600	43,600	43,600	43,600	43,600	43,600	43,600	43,600	43,600	43,600	43,600	523,200
2.4	Other	800	800	800	800	800	800	800	800	800	800	800	800	9,600
2.5	Corporate Tax	0	0	0	0	0	0	0	0	0	0	0	0	0
	<b>3 TOTAL OUTFLOW</b>	<b>47,150</b>	<b>47,150</b>	<b>47,150</b>	<b>47,150</b>	<b>47,150</b>	<b>47,150</b>	<b>47,150</b>	<b>47,150</b>	<b>47,150</b>	<b>47,150</b>	<b>47,150</b>	<b>47,150</b>	<b>565,800</b>
<b>3</b>	<b>GROSS CASHFLOW</b>													
3.1	Monthly	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	222,103
<b>4</b>	<b>FINANCING</b>													
4.1	Equity													
a.	SHARE HOLDER-INVESTOR ADVANCE													
	<b>TOTAL EQUITY</b>													
4.2	Term Loan													
a.	Loan Drawdown													
Less:														
4.3	Loan Repayment													
4.4	Interest & Fees on loan													
4.5	Shareholder Advance Repayment													
<b>5</b>	<b>NET CASHFLOW</b>													
5.1	Monthly	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	15,009	222,103
5.2	Cumulative	15,009	30,018	45,027	60,036	75,045	90,054	105,063	120,072	135,081	150,090	165,099	180,108	222,103

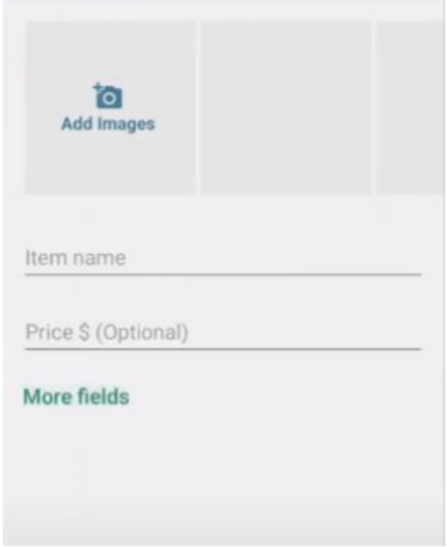
# DIGITAL MARKETING USING WHATSAPP:

## Get Started with WhatsApp Marketing

Install	<b>Install the WhatsApp app on your device and create a business account.</b> <ul style="list-style-type: none"><li>You should create a name for your business using the 25 characters, upload a profile picture, and describe your business in the status section.</li></ul>
Add	<b>Add contacts to your business account.</b> <ul style="list-style-type: none"><li>You can do this by importing contacts who have opted-in for WhatsApp communication from your brand.</li></ul>
Create	<b>Create different WhatsApp groups for your customer segments to enable group messaging.</b> <ul style="list-style-type: none"><li>WhatsApp is currently supporting up to 256 contacts per group.</li></ul>
Create	<b>Create WhatsApp content for different groups and post them at the right time.</b> <ul style="list-style-type: none"><li>WhatsApp has the highest open rate compared to direct emails. This means your messages are more likely to reach customers. You just must make the message straightforward and relevant to the target audience.</li></ul>

### Setup Catalogue

1. Add Product Images
2. Item name
3. Price
4. Product Description
5. Product Link – website
6. Item code if have



The screenshot shows a form for adding a product to a WhatsApp catalogue. At the top, there is a section for 'Add Images' with a camera icon and three placeholder boxes. Below this, there are input fields for 'Item name' and 'Price \$ (Optional)'. At the bottom, there is a link labeled 'More fields'.

How to manage your customer relationship through WhatsApp

Direct/ Personal Message

Broadcast

Story

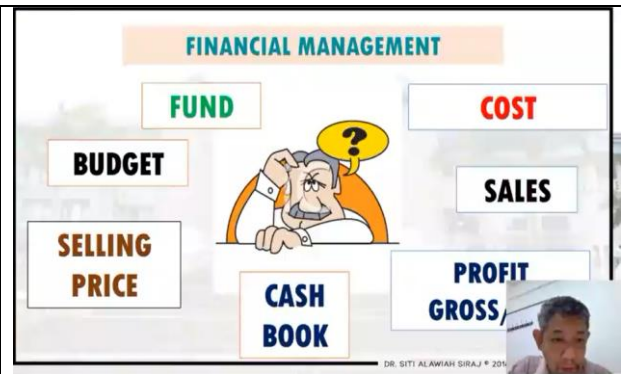
Group

## WHY GET A WHATSAPP CRM?

Take	Communicate	Manage	Keep
<p>Take control of your WhatsApp sales</p> <ul style="list-style-type: none"> <li>• See all potential customers in your WhatsApp CRM pipeline</li> <li>• <b>Automatically send new chats to the sales pipeline</b></li> <li>• Stay organized with profiles for each potential customer</li> <li>• Label potential customers with tags</li> </ul>	<p>Communicate faster and better</p> <ul style="list-style-type: none"> <li>• Communicate in the lead card — no switching apps!</li> <li>• <b>Messengers, SMS, live chat, email &amp; phone</b></li> </ul> <p>Personalized email &amp; WhatsApp templates</p> <ul style="list-style-type: none"> <li>• Send emails &amp; WhatsApp messages automatically</li> <li>• <b>WhatsApp chatbot with AI intention detection</b></li> </ul>	<p>Manage your team</p> <ul style="list-style-type: none"> <li>• Create and manage tasks</li> <li>• Set goals &amp; measure WhatsApp performance</li> <li>• Assign a responsible user to each lead</li> <li>• Control access for users &amp; teams</li> <li>• <b>Share WhatsApp access with the whole team</b></li> <li>• Chat with colleagues inside the lead profile</li> </ul>	<p>Keep customers coming back</p> <ul style="list-style-type: none"> <li>• Track existing customers in the Customer Pipeline</li> <li>• Build loyalty and upsell with WhatsApp CRM follow-ups</li> <li>• Measure satisfaction with NPS (Net Promoter Score)</li> <li>• <b>Offer unparalleled support with live chat</b></li> </ul>

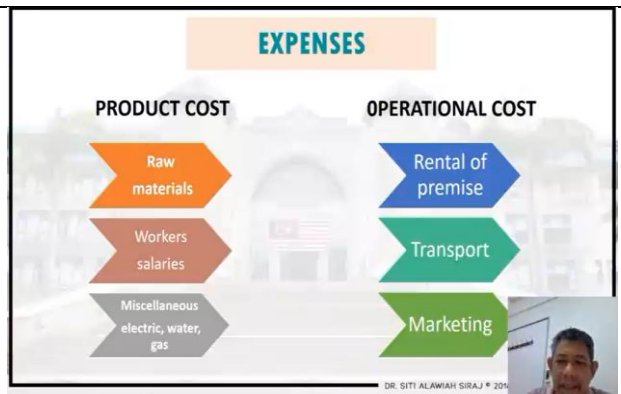


# CASH MANAGEMENT:



### FUND

- Fund = Capital = Source of Financing
- Source of Financing ✓
  - Savings
  - Profit from business
  - Financing from banks
  - Government financial agencies (AIM, TEKUN, SMECo)



### Selling Price

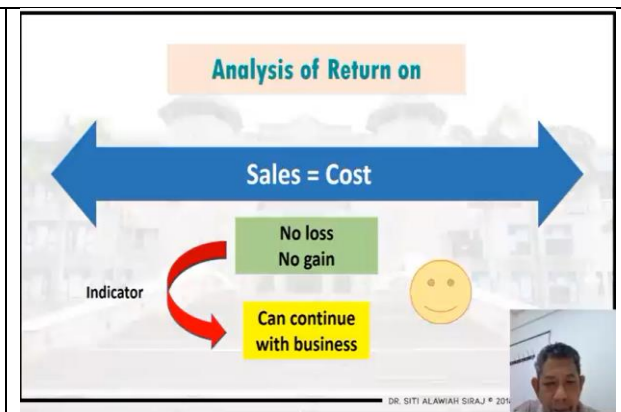
Selling Price (SP) must be able to cover cost of product

Cost? Market?

### Sales Forecast

Profit ????

Profit = Selling Price - Cost



### Cash Flow Budget

BAJET ALIRAN TUNAI

Bajet Mingguan Bulan Oktober/Novem	1	2	3	4	OK	1	2	3	4	Nov
	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM
Modal/baki d/h	500	0	50	125	500	225	325	625	675	225
Jualan	800	900	1000	1200	3900	1200	2000	2000	2000	7200
Jumlah Wang diterima - A	1300	900	1050	1325	4400	1425	2325	2625	2675	7425
<b>Pembayaran:</b>										
Bahan Mentah	400	450	500	600	1950	600	1000	1000	1000	3600
Gaji pekerja	100	100	100	100	400	100	200	200	200	700
Bil - air/elektrik/internet	150	150	175	200	675	200	250	250	250	950
Lain-lain	150	150	150	200	650	200	250	250	250	950
Alatan	500				500					
Ubahsual premis						1,000				1,000
Jumlah pembayaran - B	1300	850	925	1100	4175	2100	1700	1500	1500	5875
Lebihan/Kurangan (A-B)	0	50	125	225	225	-675	625			
Pembiayaan						1,000				
Pembayaran pembiayaan										
<b>Baki Tunai</b>	<b>0</b>	<b>50</b>	<b>125</b>	<b>225</b>	<b>225</b>	<b>325</b>	<b>625</b>			

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### Cash Book

TARIKH	BUTIRAN	RUJUKAN	WANG MASUK	WANG KELUAR
			RM	RM
1.10.2018	Bahan Mentah	NSK		240.00
1.10.2018	Jualan		500.00	
2.10.2018	Syk ABC Ubahsuai	ABC Enterprise		1,000.00
2.10.2018	Bahan mentah	NSK		50.00
2.10.2018	Bahan Mentah	Pasar Borong		
2.10.2018	Jualan		500.00	

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### Profit & Loss Account

	RM
<b>JUALAN</b> (Bilangan X Harga Jualan)	<b>XX</b>
<u>Tolak:</u>	
<b>KOS JUALAN</b> (bahan mentah/stok, kos pengeposan)	<b>(XX)</b>
<b>UNTUNG KASAR</b>	<b>XX</b>
<u>Tolak:</u>	
<b>PERBELANJAAN</b> (tetap) (Gaji pekerja, sewa premis, bil letrik/air/internet)	<b>(XX)</b>
<b>UNTUNG BERSIH</b>	<b>XX</b>

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## CHAPTER 7

### DRY RUN OPERATIONS OF STUDENT MKITCHEN

In late August 2021, students attended a 4-day 3E (Employment, Empowerment, Entrepreneurship) up-skilling workshop programme. The trainers are:

- a. Tn Hj Jamaludin and Tn Hj Abdul Rahman on business modelling, business planning and financial modelling,
- b. Madam Noor Azian and Dr. Nurhafizah on digital business & marketing,
- c. Dr. Dzuljastri on cash management.

On 8th September 2021, mKitchen students presented their final draft business plans. The mKitchen committee decided students to do a dry run on 16 September 2021, Hari Malaysia. On 13 September 2021, the committee and students visited Wadi Budi Kitchen facilities and Mahallah Aminah café - a strategic partner of mKitchen students project. Madam Siti Hadijah Md Esa, from Sri Mutiara Teguh Enterprise, vendor for Kafeteria Mahallah Aminah, IIUM (Tel: 011 254 57169) has been very generous to collaborate with mKitchen students to execute the first dry run.

#### **FIRST DRY RUN - PLAN, ORGANIZE, LEAD AND CONTROL BY STUDENTS**

Prepare a lunch menu of *nasi* (rice), *ayam kari* masala, and *sayur* (vegetable).

Task	Chef Trainee
<b><u>Day1 15/9/2021 – Preparation (6 pm)</u></b>	
1. Wash & clean chicken	Soudaysse, Hafiz, Jundi
2. Cut onion & vegetable	Aiman, Zakir, Najmi
<b><u>Day2 16/9/2021 – Cooking (7 am)</u></b>	
1. Rice	Soudaysse, Jundi
2. Ayam kari masala	Hafiz, Najmi
3. Vegetable	Zakir, Aiman
4. 10am packing (estimation 1hour)	All

**DAY 1:** Supplies arrived on 15/9/2021 at 5.50 pm:



Let us do the inventory checking:



1. Ayam potong 10 (18 ekor)
2. Serbuk Kari 5 pekot besar
3. Serbuk cili 2 pekot sederhana besar
4. 3 paket 4 sekawan
5. Tomato puree 15 tin
6. Bawang Holland 1 guni kecil
- 7: Bawang putih kupas setengah kilo
8. Halia 1/2 kilo
9. Daun Ketumbar 1/2 kilo
10. Minyak masak
11. Taugeh (utk 120 pek)
12. Ikan bili 1/2 kilo
13. Cii besar merah 1/2 kilo
14. Bawang besar bombay 1/2 kilo
15. Garam
16. Gula
17. Beras 15kg





Cutting onions and other spices. In a brotherhood environment. Yes, it's not easy to cut the onions. I could not stand the gases of the onions... shed my tears.



Am I washing the chicken correctly? Is this the correct cut? How do I know?



- Bahan2 utk 15/16 Sept:
1. Ayam potong 10 (18 ekor) ✓
  2. Serbuk Kari 5 peket besar ✓
  3. Serbuk cili 2 peket sederhana besar ✓
  4. 3 paket 4 sekawan **ada 2 peket**
  5. Tomato puree 15 tin ✓
  6. Bawang Holland 1 guni kecil **1 guni besar**
  7. Bawang putih kupas setengah kilo ✓
  8. Halia 1/2 kilo **maybe**
  9. Daun Ketumbar 1/2 kilo ✓
  10. Minyak masak **1 botol**
  11. Taugeh (utk 120 pek) ✗
  12. Ikan bili 1/2 kilo ✓
  13. Cii besar merah 1/2 kilo ✓
  14. Bawang besar bombay 1/2 kilo ✓
  15. Garam ✓
  16. Gula ✓
  17. Beras 15kg ✓

18:59

Alhamdulillah, under the supervision of Dr Noor Azizah Mohamadali, Principal of Mahallah Aminah. And it is important to do inventory checking.

At 7.20 pm, after the cutting, cleaning and washing process.



Happy and grateful to Al-Mighty Allah s.w.t



Aiman Najmi (light green t-shirt), Zakir Sohaimy (bright t-shirt), Jundi Robbani (with hat), Hafiz Taqwa (on cell phone), Said Soudaysse (red t-shirt), and Ahmad Najmi (IIUM t-shirt).

Said Soudaysse:

*“It was a wonderful experience. It helped me understand how hard our canteen chefs work, and I also learnt how to wash chicken properly today. I can't wait to see what I'll learn next tomorrow Insha Allah.”*

**DAY 2:** 16 September 2021

As early as 7am, all crew members already arrived at Mahallah Aminah. Dr Noor Azizah, the Principal of Mahallah Aminah welcomed Dr Ghazali (executive chef) and students. The first agenda is to have early breakfast.



What a nice breakfast! While having breakfast, Dr Ghazali gave a short briefing about the kitchen operations.

Starting to cook....



Bismillah... Starting to cook. Heat up the stove, get ready with cooking oil, onions and all spices. Safety is always number 1 in the kitchen. Reminded by the Chief Chef, Dr Ghazali.





Students continued to cut onions and spices.



Briefing by Dr Azizah to TS Rector and his wife, who joined the cooking session.



Cooperation is very important.



Must control the flame while pouring cooking oil. Step by step. Safety is always number 1.



Not to pour all at once. One at a time. Master chef having the final touch.



Washing the rice





Everyone observed the SOP. Students are very happy to cook with *iman, syukur* which is to be distributed to the needy.



Alhamdulillah. Done the vegetable dish. Done the curry. At 9.40 a.m. More importantly, food testing..... Chicken Curry Masala with mixed vegetables. Easily RM6 per pack.

Next packing...



Quantity and quality inspection. *If you are hungry, mKitchen will deliver your food. If you are occupied with work, mKitchen will deliver your food.*





Flag off by Dr Dzuljastri (Treasurer of mKitchen) to deliver the food to asnaf.



Tan Sri Rector with mKitchen students - Br Ahmad Najmi and Br Soudaysee.

## CHAPTER 8

### DISTRIBUTION OF LUNCH PACKS TO THE NEEDY & HOMELESS

The receiving end will be at the Pusat Transit Gelandangan (PTG) DBKL, Medan Tuanku, Kuala Lumpur. Tuan Haji Abdul Rahman is waiting with DBKL staff.



Packed food and mKitchen student delivery team. Ready for delivery to PTG.



With DBKL staff – Pn. Suriani and Pn. Niza. To understand distribution SOP.

The needy and homeless are waiting for the lunch packs....





The needy and homeless are queuing up for lunch packs.....



12.20 pm: The students unload, arrange and ready for distribution of the lunch packs to the needy and homeless.



12.50 pm: The students with empathy distributing the food packs to the needy and homeless. Towards the end of mKitchen food distribution.



1.00 pm: Alhamdulillah, after distributing the foods – mKitchen team with En Rizal of DBKL. Establishing a close repo to serve the needy & homeless better

After the food distribution, received a message from Encik Muhammad Asrak, Deputy Director, Community Development and Urban Wellbeing Department, DBKL:

*"W. Salam. Tuan... Alhamdulillah... terima kasih banyak2 di atas bantuan dan sumbangan yg dihulurkan... Moga diberkati dan ditulis dalam Mizanul Hasanah segala usaha murni yang dilaksanakan.... kepada Tuan dan semua yang terlibat menjayakan program tadi.. Aamiin".*



## CHAPTER 9

### STUDENT MKITCHEN DRY RUN – EXECUTE THE BUSINESS PLAN

Moving forward, the students are ready to have another dry run on 21 September 2021 – cooking food stuff based on their own business plan, formulated and refined for the last 3 weeks. This time, leveraging on the concept of Other People Resources (OPR) i.e. using the Wadi Budi Kitchen facilities without rental.



8.30 am –mKitchen student team with Dr Noor Azizah arrived at Wadi Budi.



Bismillah.... Start preparation for cooking kerabu maggi, mi celup & locking. Executing the business plan...with motivation by En Anizam & Dr Isham.





Start preparation for cooking chicken chops. And executing the business plan. Coached and guided by Dr Ghazali, Dr Azizah & En Anizam.



The presence of Dr Zulkifli Hassan, Deputy Rector, Student Development & Community Engagement, as well as Dr Dzuljastri (Treasurer of mKitchen) as food tasters is the most precious commitment and support of IIUM to the mKitchen students.

And the encouraging message from Tan Sri Rector: *“Make it a continuous activity for students Cooking Brigade”*.

Masya Allah. Tabarakallah .....

## **CHAPTER 10**

### **REFLECTION AND MOVING FORWARD**

#### **REFLECTION**

Reflection 1: Effort Towards Nurturing Balanced Graduate (*Insan Sejahtera*).

a. Students attended a 4-day 3E (Employment, Empowerment, and Entrepreneurship) upskilling workshop with real world problem-based, experiential & digital entrepreneurship learning. Nurturing students as foodpreneurs in selling food as well as giving free food to the needy. They are nurtured with the relevant knowledge and skills, mind-set, attitude, human value, and behaviour to warrant them to be relevant in the Covid-19 and digital era, as well as resilient to the changing business environment. Continuous consultation and personnel coaching are conducted by the trainers.

b. As a start-up, students are nurtured with the importance of offering innovative benefits and values relevant to the different types of customer segment (CS) including the poor, needy and unemployed. Next, students are to conduct key activities using one's own competency like digital and cooking skills embedded with human values, while leveraging on other people resources (OPR) as much as possible e.g. using *mahallah* & Wadi Budi kitchen facilities and IIUM branding, and working with key partners like *mahallah* kitchen operators and DBKL in delivering sustainable & relevant benefits and values. Last but not least, generating sufficient revenue from satisfied and happy CS to cover costs incurred to operationalise mKitchen including giving free 3E workshop and free food to the poor & needy.

c. Asking on the reflection of this experience of preparing and distributing foods to the needy and homeless, an interesting reply was given by the students. *“As B40 or poor income family students, they used to get free food almost every week, few days a week. For them it's just go and collect the food at the cafe or mosque or central. And today we appreciated the hard work behind the preparation and cooking of the food and we feel very grateful for all the food we used to get for free.”* The mKitchen committee thinks this itself is something significant. Feeling grateful to Allah s.w.t. and the appreciation for the food.

d. Moving forward, the students are required to review, improve, and refine further their business plan before the actual operation. Balancing their studies and mKitchen activities.

Reflection 2: Establish and Enhance HLIs-Industry-Community Engagement.

- a. Community Engagement: IIUM, *mahallah* kitchen operator, DBKL, the Needy & Homeless in Chow Kit & Medan Tuanku.
- b. After the food distribution at Pusat Transit Gelandangan (PTG) DBKL, Medan Tuanku (16/9/21) and Pusat Pembelajaran Komuniti (PPK) DBKL, Chow Kit (31/8/21), received a message from En. Asrak of DBKL: "*W. Salam. Tuan... Alhamdulillah... terima kasih banyak2 di atas bantuan dan sumbangan yg dihulurkan... Moga diberkati dan ditulis dalam Mizanul Hasanah segala usaha murni yg dilaksanakan.... kepada Tuan dan semua yang terlibat menjayakan program tadi.. Aamiin*".
- c. At the same time, PPK DBKL Chow Kit has requested for IIUM to provide Ustaz & Ustazah in the teaching of Al-Quran & *Fardhu 'Ain* to the homeless community in the Chow Kit area.

## **WAY FORWARD – REVIEW, IMPROVE AND EXECUTE THE REFINED BUSINESS PLAN**

With the real experience gained during the two dry runs, the students need to review, improve and execute their refined business plan. The review includes:

- a. Value proposition (VP) and benefits of their food menu and service offerings to different customer segments (CS),
- b. Costing structure of their food menu and service offerings to CS,
- c. Revenue stream for the sustainability of the business operation,
- d. Consolidated advertising & promotions (A&P). and marketing activities of their menu and service offerings among the academic & administrative staff of IIUM across KCDIOs, IIUM students, and non-IIUM working adults & offices around Gombak district. This includes conventional and digital A&P and marketing, and
- e. Identify and establish key partners and collaborators via *ta'awun* spirit.

The mKitchen students need to balance their priority in studies and mKitchen entrepreneurship activities. The real test of their entrepreneurship will start in the first week of October 2021, when the Semester 1, 2021/21 starts. Doa and all the best to the mKitchen students' business venture.

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### **Video**

**<https://vt.tiktok.com/ZSJE7WSYQ/>**

## **ACKNOWLEDGMENT**

1. Dewan Bandaraya Kuala Lumpur (DBKL)
2. Office of Rector IIUM
3. Office of Deputy Rector (Student Development and Engagement) IIUM
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5. Student Affairs and Development Division IIUM
6. Entrepreneurship Development Centre IIUM
7. Residential Services Division IIUM
8. Abdul Hamid Abu Sulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences (AHAS-KIRKHS) IIUM
9. Ahmad Ibrahim Kulliyah of Laws (AIKOL) IIUM
10. Kulliyah of Economics and Management Sciences (KENMS) IIUM
11. Kulliyah of Information and Communication Technology (KICT) IIUM
12. Sri Mutiara Teguh Enterprise (Cafeteria vendor at Mahallah Aminah, IIUM)
13. Mahallah Aminah, IIUM
14. Masjid Al-Syakirin Gombak (MASG)
15. Ladangku
16. Balada Enterprise

This book narrates the inaugural edu-action journey with cooperative behaviour (*ta'awun*) in free food for the needy people at IIUM mKitchen® with Sri Mutiara Teguh Enterprise (cafeteria vendor at Mahallah Aminah IIUM Gombak). The main objective of the project is to transform Mahallah kitchen as a platform to provide free food, to up skill in food-preneurship, to create new employment opportunities, to give empowerment and to nurture entrepreneurship (3Es) among students. *Ta'awun* refers to cooperative behaviour among the participants, the sponsors, and the beneficiaries in initiating, planning, sponsoring, executing and evaluating the mKitchen® project at Sri Mutiara Teguh Enterprise, Mahallah Aminah. The journey officially started on 1 July 2021 with various student development entities at IIUM. After providing a 4-day online training on business model and plan, financial modelling, and digital marketing, the steering committee has decided to provide the real experience to the students. In conjunction with Malaysia Day on 16 September 2021, the students proposed for cooking and distributing free food to the needy as part of the first proof-of-concept for mKitchen students with the “Keluarga Malaysia” spirit. Nevertheless, the project has to adhere to movement restriction by the authority to prevent the spread of coronavirus disease (COVID-19). The second proof-of-concept is cooking food based on mKitchen students’ business plan.

Please visit **Facebook:** <https://www.facebook.com/mkitchen.iium/>  
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