

Assessment Cover Sheet

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ASSESSMENT DETAILS

Unit title	Introduction to business information system	Tutorial /Lab Group		Office use only
Unit code	DBI311	Due date	20/05/2022	
Name of lecturer/tutor	Darren John Angking / Bryan Aaron Khoo Hock Seng			
Assignment title	Assignment Report 1: Business Analysis and Web Portal Design			Faculty or school date stamp

STUDENT(S) DETAILS

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Executive summary

The purpose of this report was to identify the business evaluation and information of portal design on the case study of Jinny's Sweet Bakes, a successful bakery business that has been selling rather pricey customization cakes and other baked goods online for 6 years and is planning to open a storefront at Batu Kawa, Malaysia.

Malaysia's bakery business is a very dynamic and fast-moving industry, with total of several thousand suppliers in the country, growing at CAGR of 4.3% during 2015-2020 and will continue to increase and contribute to Malaysia's economy. The current environment on the bakery business is 'bakery-café's', supplying coffee and bakery products in one shop. Consumers are more health-conscious after COVID-19, which increases their preferences for healthier baked goods. Growing number of suppliers results in increase prices for all types of baked goods as production expenses risen. Smaller and independent outlets are struggling due to fierce competition.

Jinny's Sweet Bakes will cater to a group of people with more disposable income, as well as individuals, families and groups of friends and coworkers, looking for unique cakes that taste and look good. Jinny's Sweet Bakes will focus on understanding their SWOT analysis, business model and developing edible art, unique cakes that meet a wide range of customers by blending the client's inspiration with artistic baker.

Trends derived from graphs and information derived from company data to increase competitive advantage reveal that they can give special promotions and discounts to clients on specific days while also investing in better technology and an improved management system. To increase profits, the company can identify cheaper suppliers of cake ingredients or cut prices for product other than cakes.

The brand will utilize visibility, affordance, and consistency to its website by adhering to website design principles. All elements will be easily visible and recognized and is consistent across all pages, putting users at ease and allowing them to become familiar to with the product's digital landscape. Moreover, the website will adhere to the HCI principles of instructing, conversing, and manipulating. It enables the user to experience quick and efficient interaction, communicating with system at ease, and encourages exploration on the website. To increase customers engagement, the brand may create a discussion forum, live baking, and AI technology software to allows users to design their cake directly on the website.

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Introduction

Jinny's Sweet Bakes is a successful online bakery shop. Jinny, the owner, intends to open a storefront in Batu Kawa. Before pursuing with the plan, Jinny must understand the market environment and strategies to engage with local consumers and reach out to more people. She needs to do a business analysis and decided to upgrade its website. Therefore, this report will help Jinny's Sweet Bakes to discuss the bakery industry in Malaysia as well as the brand's business model, value proposition, SWOT analysis and website designs. Furthermore, by detecting trends and insights from business data and improving web engagement strategies, this research will assist Jinny's Sweet Bakes in increasing its competitive advantage.

Part 1: Business Evaluation

1.1 Industry background and environment

1.1.1 Bakery industry overview

MGCC (2016, P. 8) proposes that Malaysia's bakery business is a very dynamic and fast-moving industry, with total of several thousand suppliers in the country. The Malaysian market for baked goods has shown considerable expansion as the products are gaining much popularity.

In 2019, the sales value of manufactured bread, cakes and other bakery products in Malaysia was approximately 3.03 billion Malaysian ringgit (Firstlawcomic n.d.). Malaysia's Bakery and Cereals industry grow at CAGR of 4.3% during 2015-2020 (Report Buyer 2016). ReportLinker (2018) reported that Baking Mixes market in Malaysia registered a positive CAGR of 2.44% during the period 2012 to 2017, with a sales value of MYR 159.83 million in 2017, an increase of 2.27% over 2016.

	2010	2011	2012	2013	2014
Bread	694.0	722.1	755.1	788.1	807.9
- Bread Substitutes	-	-	-	-	-
- Packaged/ Industrial Bread	365.5	383.7	404.8	426.3	434.8
- Unpackaged/ Artisanal Bread	328.6	338.4	350.3	361.8	373.0
Cakes	500.4	516.1	535.4	546.6	564.9
-Packaged/ Industrial Cakes	89.5	90.8	93.1	87.5	89.3
- Unpackaged/ Artisanal Cakes	410.9	425.2	442.2	459.1	475.6
Pastries	400.1	410.1	424.4	438.2	451.3
- Packaged/ Industrial Pastries	205.2	209.3	215.6	221.6	227.2
- Unpackaged/ Artisanal Pastries	194.9	200.8	208.8	216.5	224.1
Baked Goods	1594.5	1648.5	1714.9	1772.9	1824.0

Figure 1: Sales of Baked Goods in MYR millions (2010-2014).

1.1.2 Current environment

The bakery business has also recently seen the creation of 'bakery-café's' or 'cake-houses,' according to MGCC (2016, P. 10), which diversify into supplying coffee and bakery products and organize birthday and other major events as part of their marketing strategy and attractiveness. Boutique bakeries have also emerged, allowing visitors to observe the kitchen through giant glass panels with modern but cozy design (Ling 2011).

Wholemeal bread remains popular as it is easy to combine with spreads and a healthier alternative for its high fiber content. After COVID-19, consumers are also increasingly

preferring baked goods enhanced with vitamins and minerals as health benefits become more aware (MGCC 2016, P. 9).

1.1.3 Competition

MGCC (2016, P. 9) stated that in recent years, prices for all types of baked goods have risen as production expenses risen. Raw ingredients such as sugar and wheat flour have seen price increases. Growing number of suppliers are opening their doors to sell baked goods. It is not uncommon to discover a lot of bakeries sprouting up on the same street in certain neighborhoods, or to find several distinct places to buy baked goods in one area alone. Furthermore, a significant number of bakeries, particularly smaller and independent outlets, are struggling to thrive in the long run, due to fierce competition (MGCC 2016, P. 8).

1.1.4 Future scope

The bread industry's capacity to catch up with and meet consumers' ever-changing wants has aided its expansion (Ling 2011). StudyMoose (2020) identified that the bakery industry's future growth will continue to increase and contribute to Malaysia's economy as consumers seek more premium baked items as their lifestyles change to be healthier conscious, nutrition conscious, and desire for higher quality in substitute of rice.

1.2 Business model and value proposition

1.2.1 Target audience

Malaysia's bakery sector is vibrant, meeting client demand for a wide range of products. Jinny's Sweet Bakes will cater to a group of people with more disposable income that enjoy and appreciate unique inventiveness and a want to spend on/eat unique cakes that taste and look good. According to MGCC (2016, P. 9), cakes are very popular with individuals, groups, and families. Multi-portion cakes are popular because they can serve entire families, which are common in Malaysia, as well as groups of friends and coworkers for home or office festivities. Often, the freshness of these baked goods attracts customers, and they serve well as a quick bite to satisfy the busy working professional as a snack.

Based on StudyMoose (2020), population between the ages of 14 to 39 will have various perceptions of taste, preferences, and lifestyle at different stages of their lives which have a significant impact on food consumption. Many Generations Y and youngsters age 14 to 19 who

have grown up in Western societies have developed the habit of eating baked goods and drinking coffee, and they are increasingly accepting it as a quick meal (MGCC 2016, P. 9).

As specified by MGCC (2016, P. 14), fresh quality baked items are generally regarded expensive in Malaysia. Good products, on the other hand, quickly find a constant consumer base eager to pay money in exchange for flavor, luxury, and experience. Additionally, 83% of majority consumers are willing to purchase a brand's goods based on its products and packaging. (Ling 2011).

1.2.2 Business model

Jinny's sweet bakes will use both B2B2C and B2C business model.

The delivery service app in B2B2C sells its delivery services to both Jinny's Sweet Bakes, which creates the baked goods, and the consumer who wants the items home delivered. According to Indeed (2022), B2B2C explore possibilities to grow income by leveraging the other company's services, enhance customer base, logistics, and brand credibility to boost the marketability of their own products or services. Furthermore, B2B2C collaborations can assist save expenses by reducing the requirement for enterprises to build the expertise to supply a product or service on their own (Indeed 2022).

In B2C, customers may pass Jinny's sweet bakes store, smell freshly baked bread, and become tempted. Perhaps they weren't planning on buying bread, but the smell piqued their interest, and they went in to get some. Based on Ryan (2021), most successful online businesses chose to create physical storefronts to increase market share, obtain more reputation and authority, improve communication with customers, and foster loyalty and advocacy.

1.2.3 Value proposition

Jinny's Sweet Bakes has been serving luxury products to customers for 6 years. The success of its online bakery can be attributed to the presence of experienced and expert bakers. Baking the best custom cakes designs and made-to-order baked goods with the idea of using cake to commemorate all occasions. It blends the client's personal style and inspiration with artistic baker to create an edible art according to the client's needs.

Jinny's Sweet Bakes focuses on developing unique cakes that meet the needs of a wide range of customers. To assure the greatest quality cakes that taste as wonderful as they look, all cakes are created from scratch with fresh, highest quality ingredients.

1.2.4 SWOT Analysis

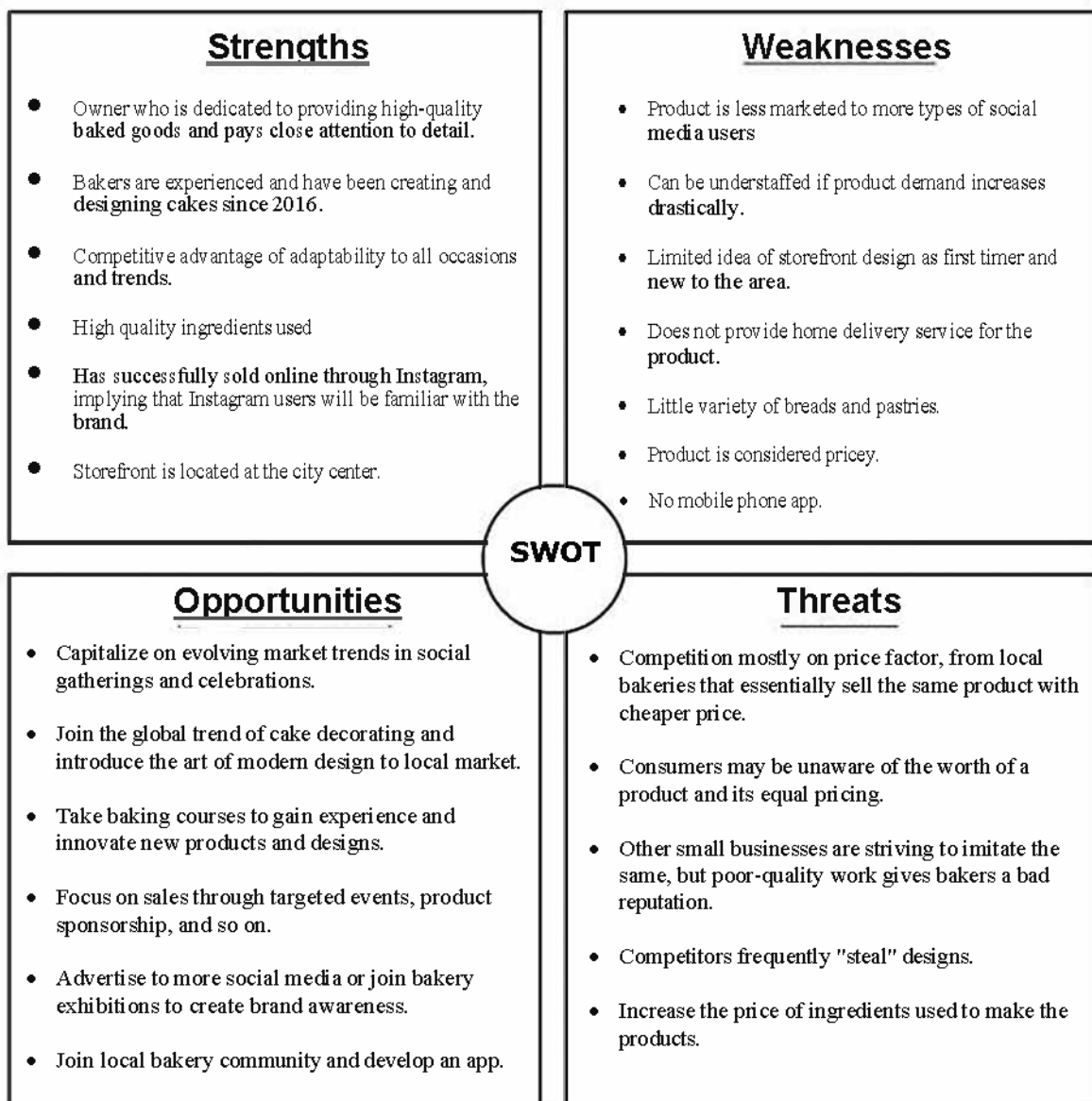


Figure 2: SWOT Analysis of Jinny's Sweet Bakes.

1.3 Analytics – Trends and insights

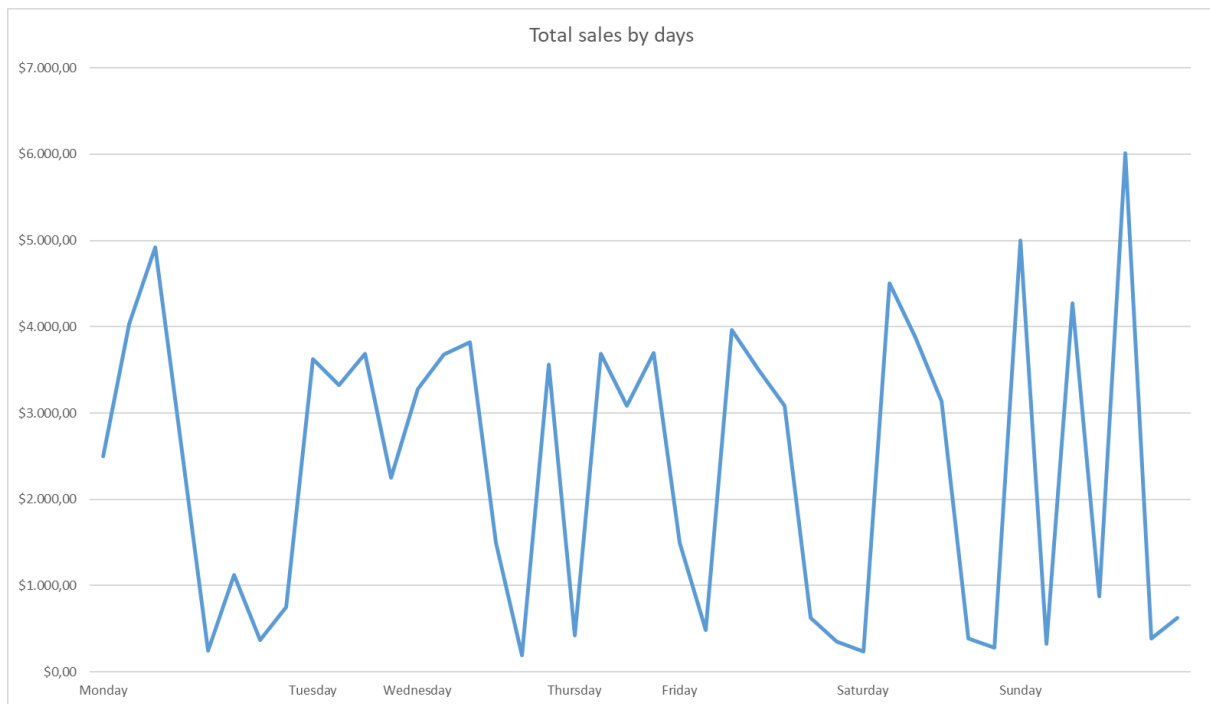


Figure 3: Jinny's Sweet Bakes total sales for a week.

The graph shows that total sales on Tuesday and Thursday are lower than on the other days. Jinny's Sweet Bakes can boost their sales by offering special promotions and discounts to customers on certain days. For example, discounts may be given to customers who purchase three or more products from the bread category, or discounts may be given for the second purchased product. This can lead to a competitive advantage of creating brand awareness in which customers is attracted to promotions and switch from competitors to Jinny's Sweet Bakes.

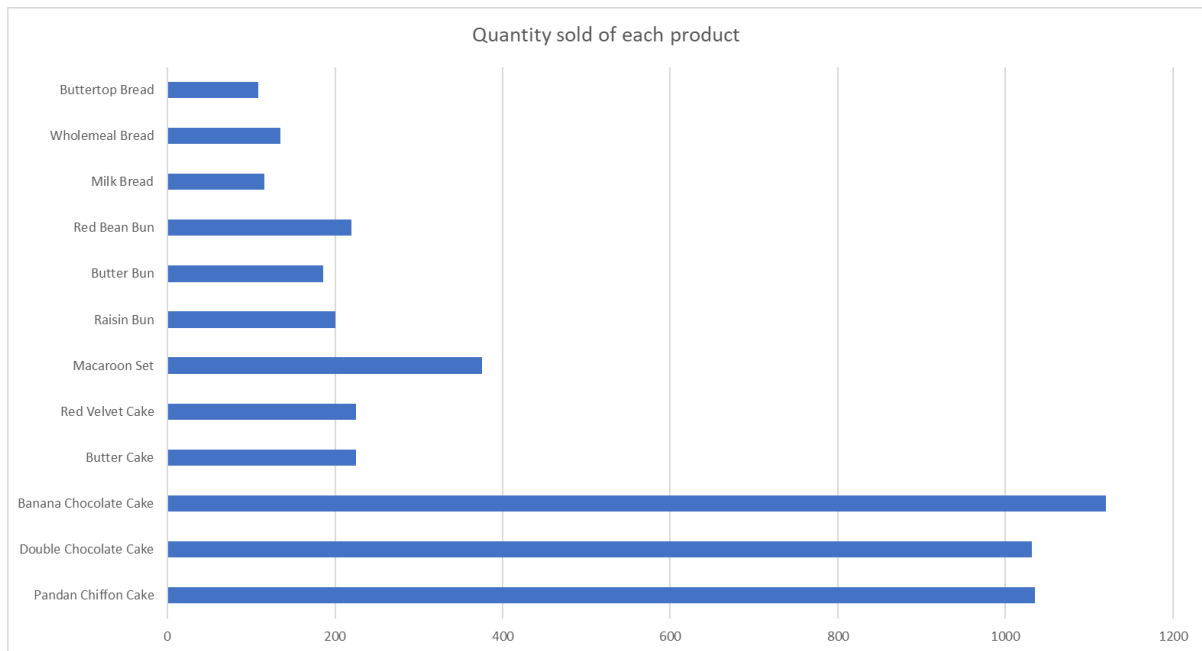


Figure 4: Jinny's Sweet Bakes quantity sold for each product.

The graph shows that the quantity sold of a product can exceed 100 orders per week. This is only an online store which may increase in sales when Jinny opens an offline store. Therefore, Jinny can gain competitive advantage by investing in better technologies for its brand to boost productivity and reduce costs. Jinny can invest in a better mixer, oven, or any other technology that makes baking easier, faster, and more cost-effective. They can also invest in improved management system software that processes corporate data in real time, making it easier to find insights, complaints, and delays.

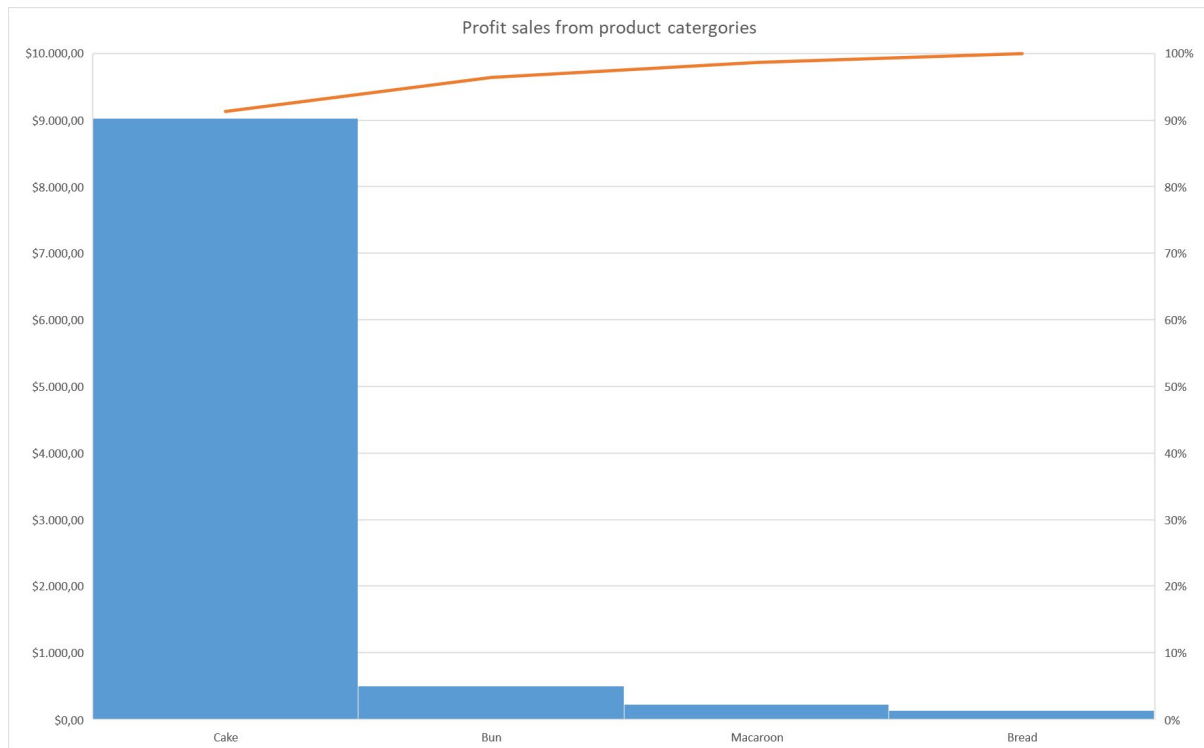


Figure 5: Profit sales percentage of Jinny's Sweet Bakes based on the product categories.

As seen in the graph, cake categories account for 90% of Jinny's Sweet Bakes profit sales. Jinny can obtain competitive advantage by lowering the cost of the components used in cakes by finding other suppliers who sell cheaper ingredients in bulk to generate more profit while retaining good quality ingredients. The second option is to do the same but lower the price of buns, macaroons, and bread to enhance profit from these categories, as competitors may be providing cheaper prices with the same product, attracting more customers. Another option is to supply testers to customers. Sending bread testers to every customer who buys cakes, for example, so they can have a taste and order categories other than cakes in their next order. Furthermore, Jinny can produce a healthier selection of her products, attracting health-conscious customers.

Part 2: Information Portal Design

2.1 Design review and justification

2.1.1 Visibility

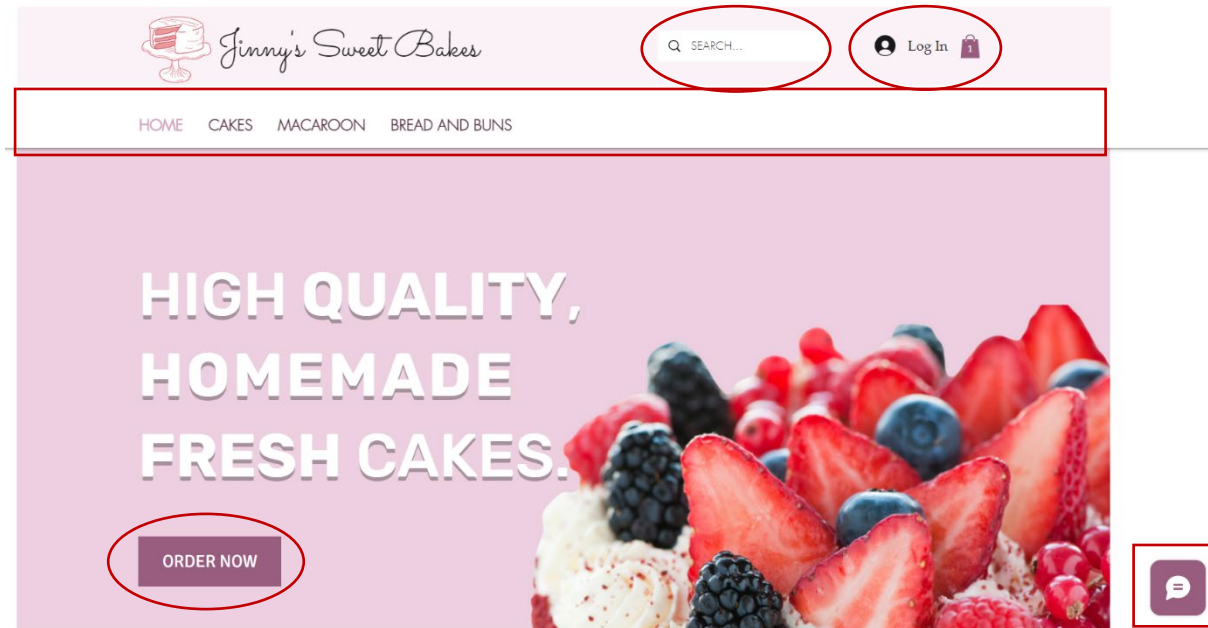


Figure 6: Visibility in Jinny's Sweet Bakes webpage.

Visibility is when users must be aware of all available options or elements and understand how to access them.

Jinny's Sweet Bakes uses the visibility design for its website. All controls, icons, and words are easily visible and recognized by all users. Users will be familiar with the search bar, login page, and shopping cart because they are in the typical heading area of a website. The menu bar is well displayed, with clear page names, so users know what to expect if they visit the pages. Chat icon is visible and not hidden beneath other elements on the page, so users can easily chat if they have any inquiries.

2.1.2 Affordance

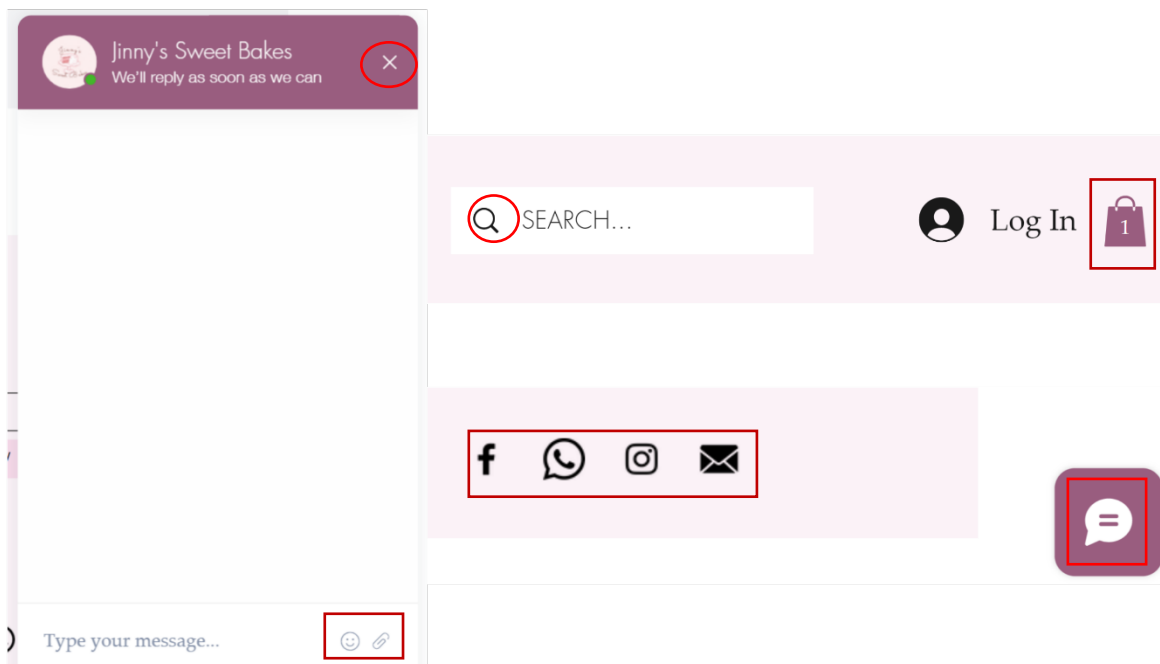


Figure 7: Affordance in Jinny's Sweet Bakes website.

Affordance is an attribute of an object that allows people to understand how to use it (Rekhi 2017). It is the connection between how something looks and how it is used.

On the Jinny's Sweet Bakes website, affordance is represented by several icons. The emoji symbols in the live chat feature indicate that it is for showcasing collections of emoticons to use. Similarly, the attach icon allows users to send any images or documents. The magnifying glass icon represents searching for something, allowing users to search for any keywords relevant to our website. The shopping bag represents lists of things that consumers intend to purchase, whereas social media symbols indicate that it will take them to our social media profiles.

2.1.3 Consistency

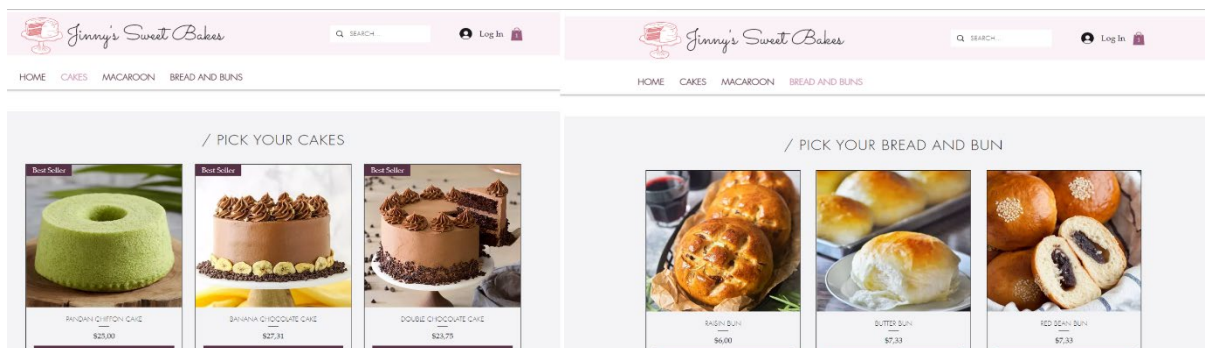


Figure 8: Consistency in Jinny's Sweet Bakes website.

Consistency refers to using similar actions and elements to complete similar tasks. Consistency in Jinny's Sweet Bakes' website demonstrates that each element has its own area and is positioned on the same area in every page, with the same-colored tone, icons, buttons, and similar typography in all pages to avoid user confusion. It will help users become familiar with the digital landscape of our product.

2.1.4 Instructing

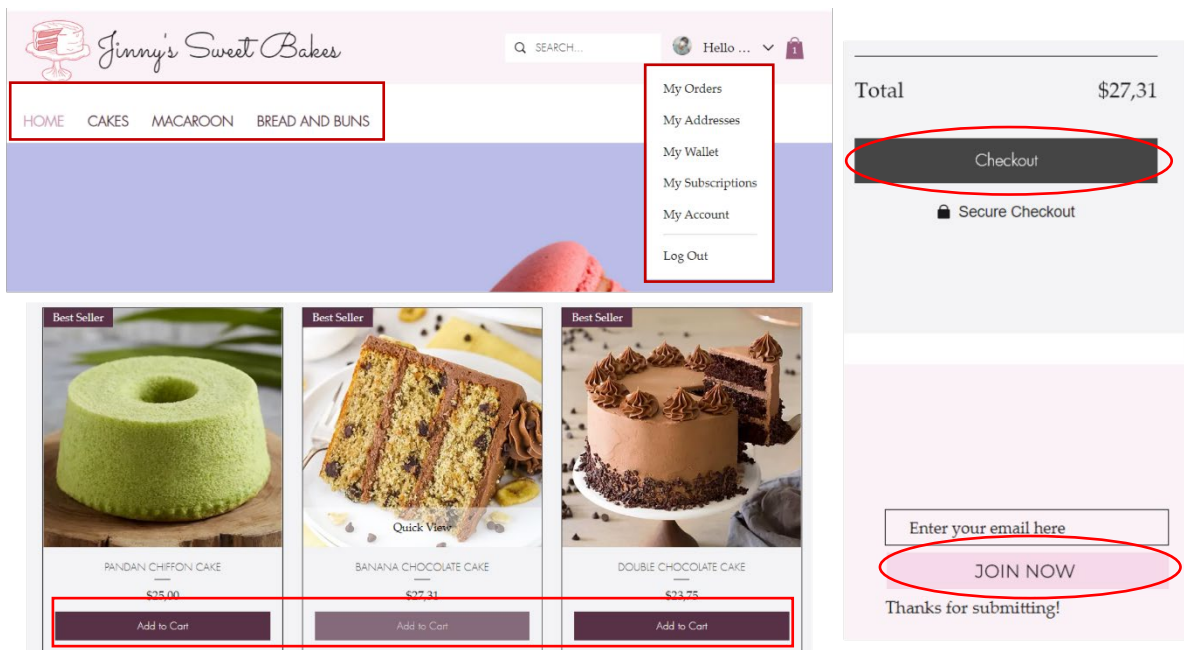


Figure 9: Instructing in Jinny's Sweet Bakes website.

Instructing is when users tell the system what to do to facilitate quick and efficient interaction. In Jinny's Sweet Bakes' website, instructing is provided by selecting options from our horizontal and drop-down menu bar, allowing users to select from variety of pages to visit. There are various buttons for visitors to click on, each of which leads to a distinct action, allowing consumers to choose the command and outcome they wish to experience on our website.

2.1.5 Conversing

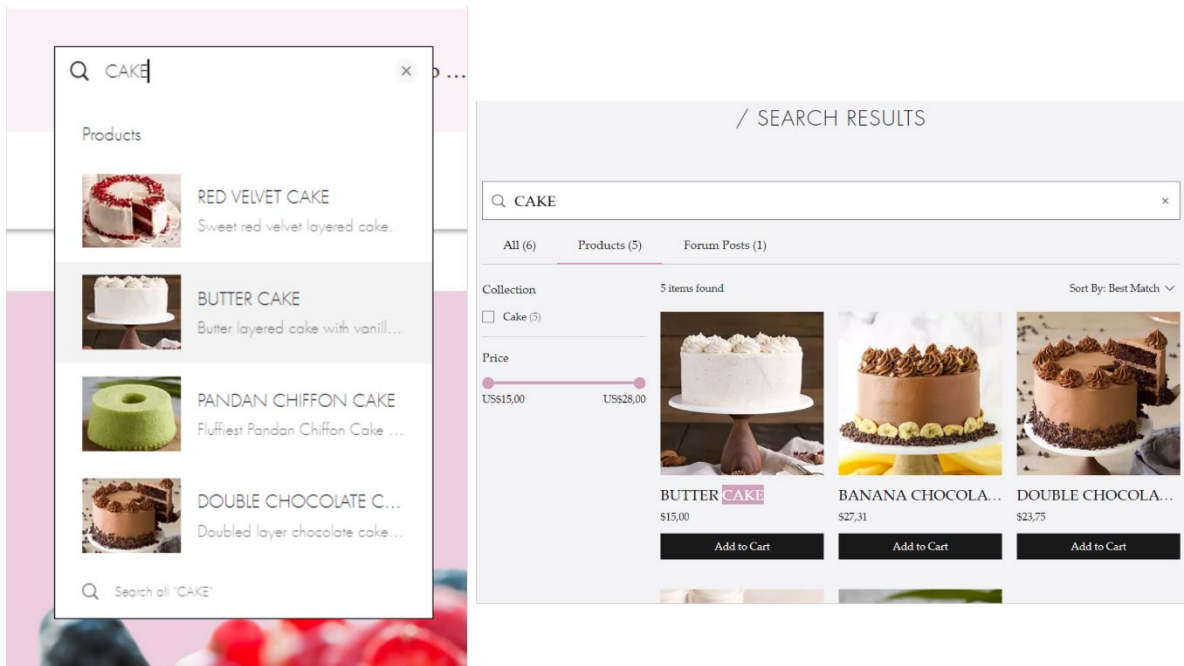


Figure 10: Conversing in Jinny's Sweet Bakes website.

Conversing is a type of two-way communication system in which acts more like a companion than an order to communicate with the system at ease. A search engine on Jinny's Sweet Bakes' website is an example. It makes it easier for users to find products and information by going directly to a search engine, typing keywords, and the system acting as a companion, searching for products they want rather than going through each page.

2.1.6 Manipulating

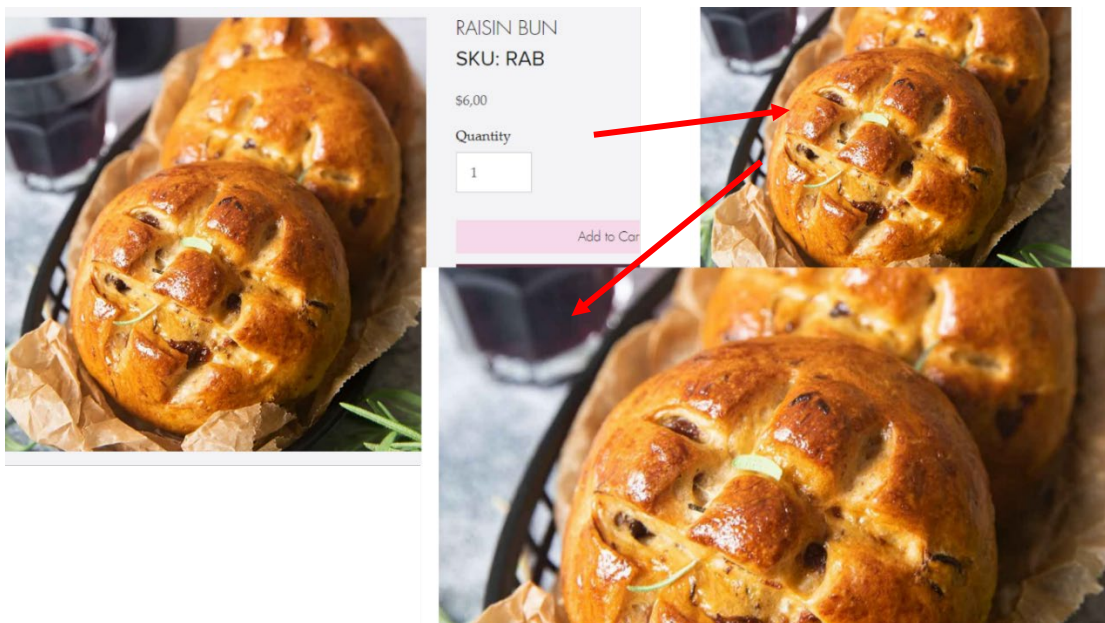


Figure 11: Manipulating in Jinny's Sweet Bakes website.

Manipulating is user's knowledge of how they move and manipulate in the physical world by moving, selecting, opening, and closing virtual objects that receive immediate feedback. It increases users' perception of control over the computer and encourages exploration.

User will experience this in Jinny's Sweet Bakes' website, where they may pinch through their screen or keypad in the physical world to manipulate our products' images in the virtual world by zooming in and out. In our slide gallery presentation, users can also swipe through their screen and the system will manipulate and slide them to the next picture.

2.2 Customer engagement techniques

To begin, Jinny can create a discussion forum on its website for local bakers and consumers to increase traffic and social engagement. Jinny's website will become more recognizable on the internet than its competitors. Second, Jinny can undertake live baking and decorating on her website to demonstrate the value proposition of utilizing fresh, high-quality ingredients or reviews to increase awareness of her brand, which may lead to increased interest in purchasing her products and tighter engagement with customers. Finally, Jinny can use AI or software to allow customers to design their cake directly on the website, making it more interactive and unique.

Conclusion

In conclusion, Jinny's Sweet Bakes faces a dynamic and fast-moving bakery market in Malaysia, having to compete with an increasing number of competitors in the future. However, the industry's future expansion will continue to increase. Because their target audience is everyone, the B2B2C business model will assist them in increasing their customer base. Furthermore, to remain competitive, they can offer special promotions on specific days, invest in better technology, strengthen their management system, identify cheaper suppliers of ingredients, and distribute testers. To engage clients more, they should upgrade their website by adding a discussion forum, live baking, and implementing AI technologies to make it more interactive and unique.

Total number of words: 2115

Reference list

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Appendices

Appendix 1: Hyperlinks

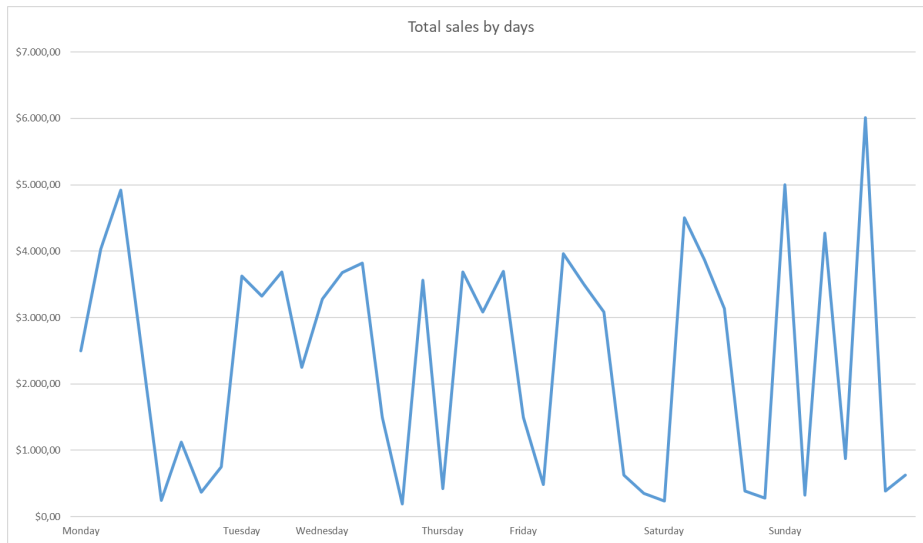
Live website: <<https://kaylahzra1712.wixsite.com/jinnysweetbakes>>

Facebook Page: <<https://www.facebook.com/jinnysweetbakes>>

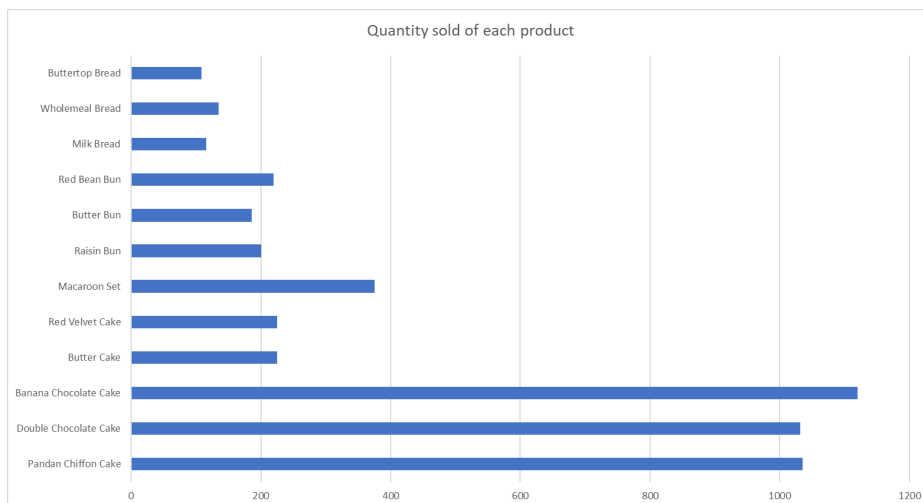
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Appendix 2: Analysis of Charts

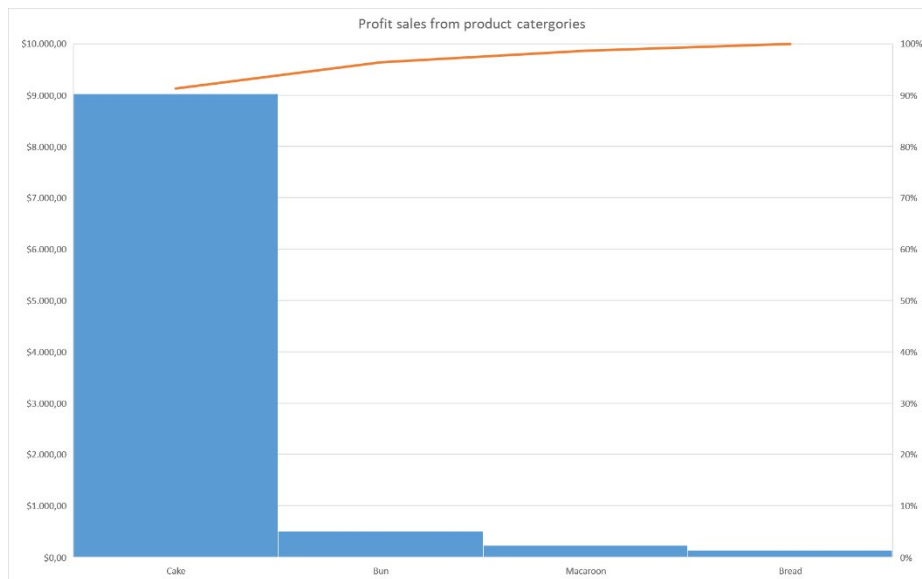
I. Jinny’s Sweet Bakes total sales for a week.



II. Jinny’s Sweet Bakes quantity sold for each product.



III. Profit sales percentage of Jinny’s Sweet Bakes based on the product categories.

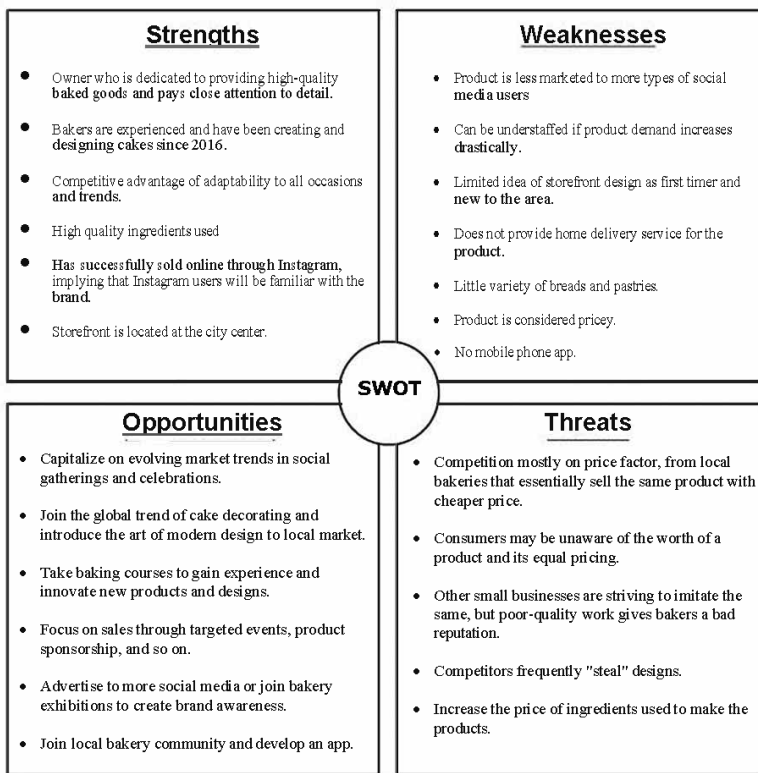


Appendix 3: Figures

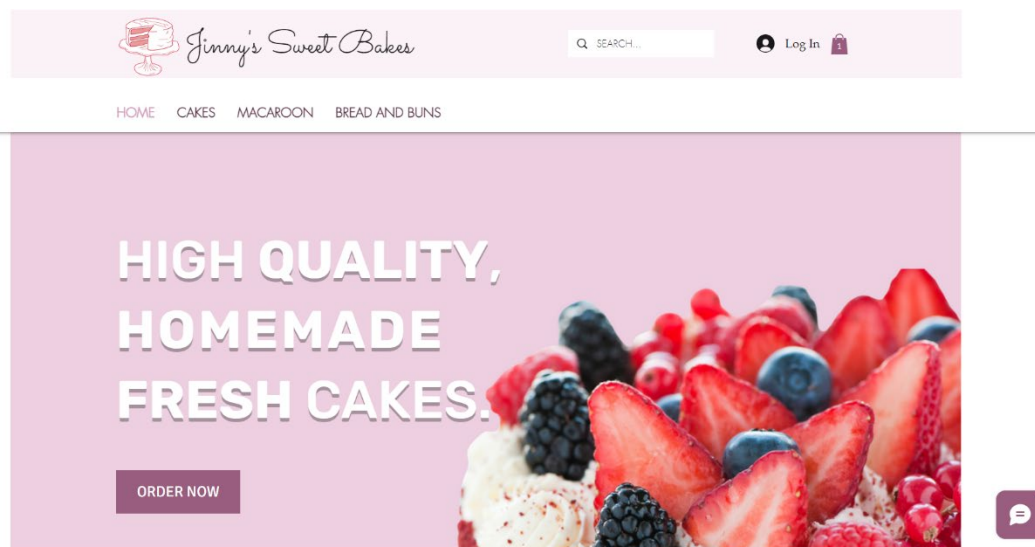
I. Sales of Baked Goods in MYR millions (2010-2014).

	2010	2011	2012	2013	2014
Bread	694.0	722.1	755.1	788.1	807.9
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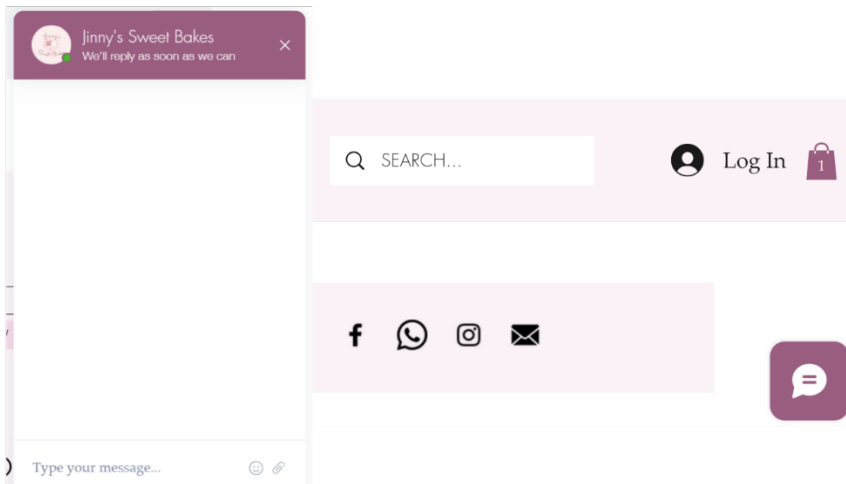
II. SWOT Analysis of Jinny’s Sweet Bakes.



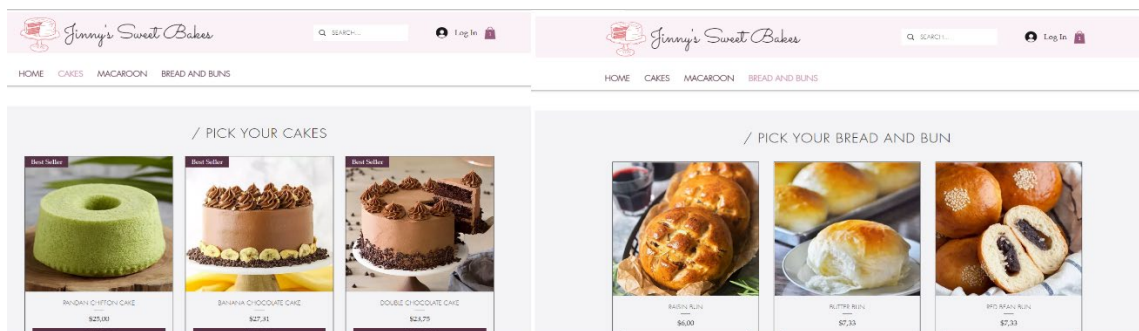
III. Visibility in Jinny’s Sweet Bakes webpage.



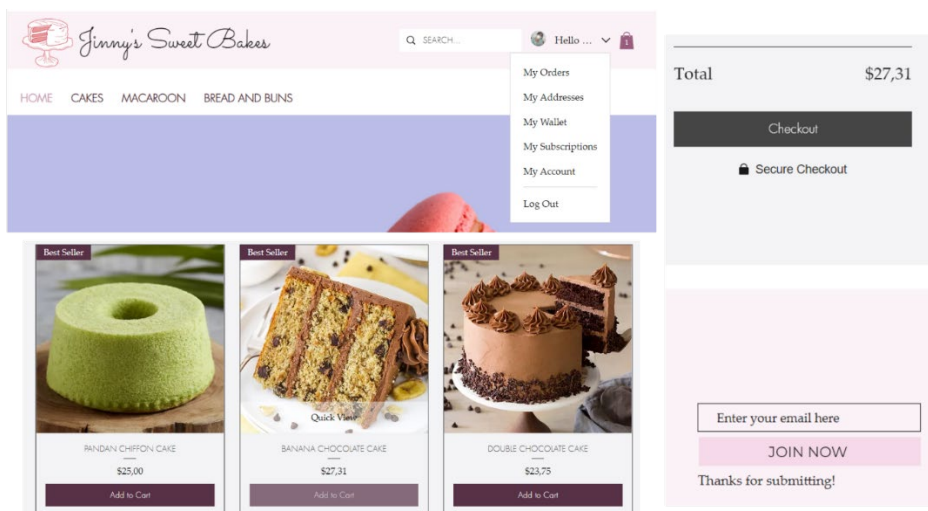
IV. Affordance in Jinny's Sweet Bakes website.



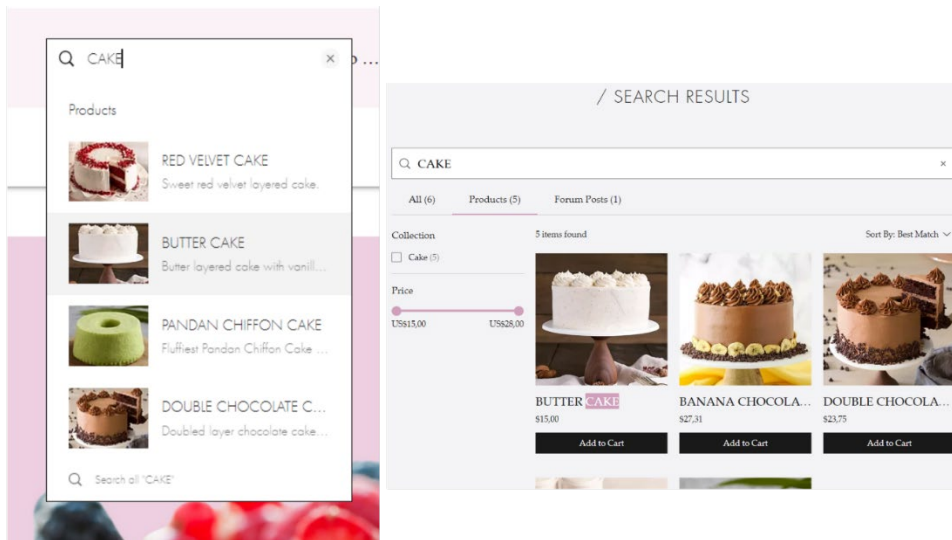
V. Consistency in Jinny's Sweet Bakes website.



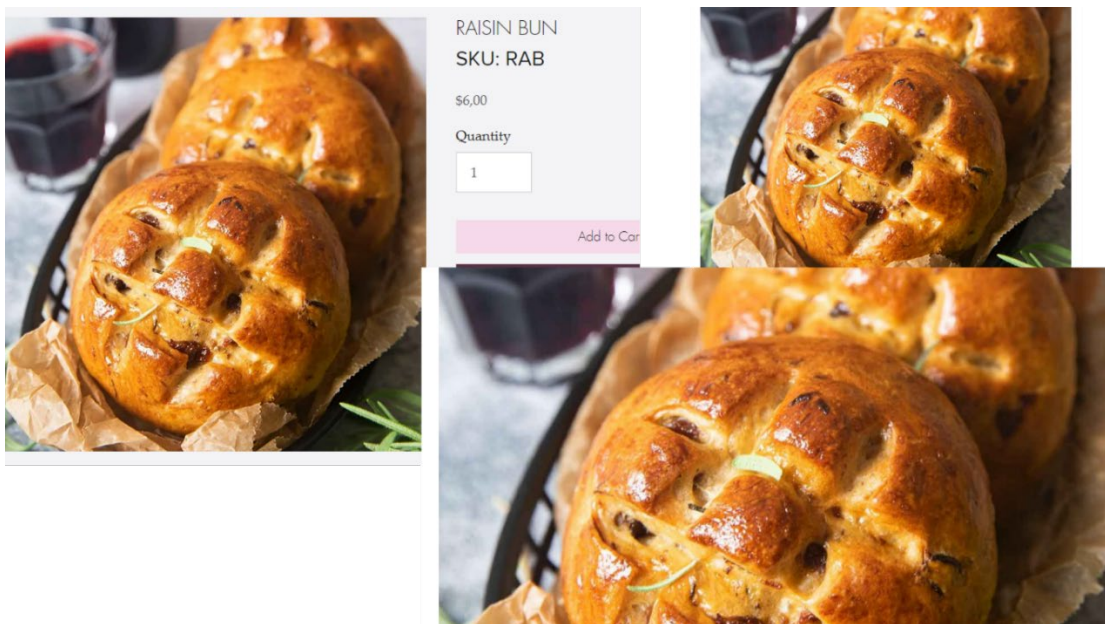
VI. Instructing in Jinny's Sweet Bakes website.



VII. Conversing in Jinny's Sweet Bakes website.



VIII. Manipulating in Jinny's Sweet Bakes website.



Assessment declaration (for Electronic Submissions)

Declaration and Statement of Authorship

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- Plagiarism is the presentation of another person's work as though it is your own. It is a form of cheating and is a very serious academic offence that may lead to exclusion from the university.
- Plagiarised material may be drawn from published and unpublished written documents, interpretations, computer software, designs, music, sounds, images, photographs, and ideas or ideological frameworks gained through working with another person or in a group.
- Plagiarised material can be drawn from, and presented in, written, graphic and visual form, including electronic data and oral presentations. Plagiarism occurs when the origin of the material used is not appropriately cited.

I/We agree and acknowledge that:

1. I/we have read and understood the Declaration and Statement of Authorship above.
2. I/we accept that use of my/our Swinburne account to electronically submit this assessment constitutes my/our agreement to the Declaration and Statement of Authorship.
3. If I/we do not agree to the Declaration and Statement of Authorship in this context, the assessment outcome may not be valid for assessment purposes and may not be included in my/our aggregate score for this unit.

Penalties for plagiarism range from a formal caution to expulsion from the university, and are detailed in the [Plagiarism and Misconduct webpage](#).