

# Myfood E-Commerce Platform – Enabling People To Cook From Their Homes As A Part Time Job, In Enhancing Job Opportunities For Those Who Want To Work From Homes

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**Abstract—** This paper proposes a conceptual solution to enhance job opportunities for those who want to work from their homes especially to help housewives, students or any small vendors to generate side incomes by using this e-commerce platform, Myfood. Myfood is a Consumer-to-Consumer (C2C) business model which aims to provide a platform for housewives, students or vendors to promote their foods or drinks to the customers by serving highest quality and halal foods that suited their appetite. This platform will handle every processes from the beginning of placing orders until delivery it to the customers. Nine blocks of Business Model Canvas (BMC) framework, Literature Review, Strategy Canvas, Value Proposition Canvas (VPC), and Environmental Map have been used as the methodology for this paper.

**Index Terms—** consumer-to-consumer (C2C), quality and halal foods, e-commerce platform, BMC, VPC, EM

## 1. INTRODUCTION

Islam encourage his followers to live this life happily doing things that did not go against the teaching of religion without neglecting responsibilities as a *khalifah* or as a leader by doing good deeds to other including to help each other who are in need. The idea to develop this platform is because of the researchers found out that unemployed individuals such as housewives and students hard to generate income from their places. By using this platform they can advertise their food and beverages at lower cost, selling and buying on a single platform.

## 2. BACKGROUND

Nowadays, almost everything are connected to the internet since this is the most powerful advertising and marketing tools for those who want to market and sell their goods at any

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time to anyone they wish. Furthermore, e-commerce platform that currently used for so many type of businesses from a small scale of business to a big scale of business like retail services, buy and sell things, services like content provider and also food ordering system between food providers and customers. Therefore, people love do things virtually by using internet including online banking transactions but most of the time these small groups of people are always overlooked by the enhancement of technology which are housewives, students and small food vendors. Myfood believe to become one of the solution that users need to be used in buying and selling foods within their radius. Current platforms that are available nowadays focused more on high end foods. Myfood is going to provide quality foods at affordable prices that will be more suitable for middle class people. Traditional way of people ordering foods is through Whatsapp application but when orders come beyond capabilities to handle, a new way need to be done in order to make sure efficiency can be maintained. Myfood will be able to replace the old ways of ordering food with something more practical and integrated in one single platform only.

## 3. PROBLEM STATEMENT

Not many e-commerce platforms that are available today really fulfilled the needs of the users because not all users are afforded to pay such a big amount of money to buy a plate of lunch. Some of them focused on high-end food delivery service by neglecting the real economic condition of their customers based on current middle class people capital income. Some focused on providing food delivery services between business owner and customers, business-to-customers (B2C).

## 4. LITERATURE REVIEW

### • Foodpanda

Foodpanda was started in 2012 by Lukas Nagel and Rico Wyder. In 2012, the company was extended their branches over 16 countries including Malaysia. This service is available on website and mobile application. The basic operation of this platform is that, foodpanda process orders from customers and send it to their respective restaurant, which then deliver to their customers. Customers can order the food by entering their postcode to search for the nearby restaurants. Once order is been made, customers need to enter their delivery address before proceed to checkout. Restaurants receive these orders and then deliver to the customers. foodpanda will send an SMS to confirm orders and their estimated delivery time. Rm4 will be charge for each

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delivery with minimum purchase per meal is Rm15. For the time being, their services are limited to certain cities only such as in Penang, Kuala Lumpur, Petaling Jaya, Subang, Shah

Alam and Cyberjaya. For those living outside the radius will faced some difficulties to use this platform to order their meals because delivery service would not available for them.

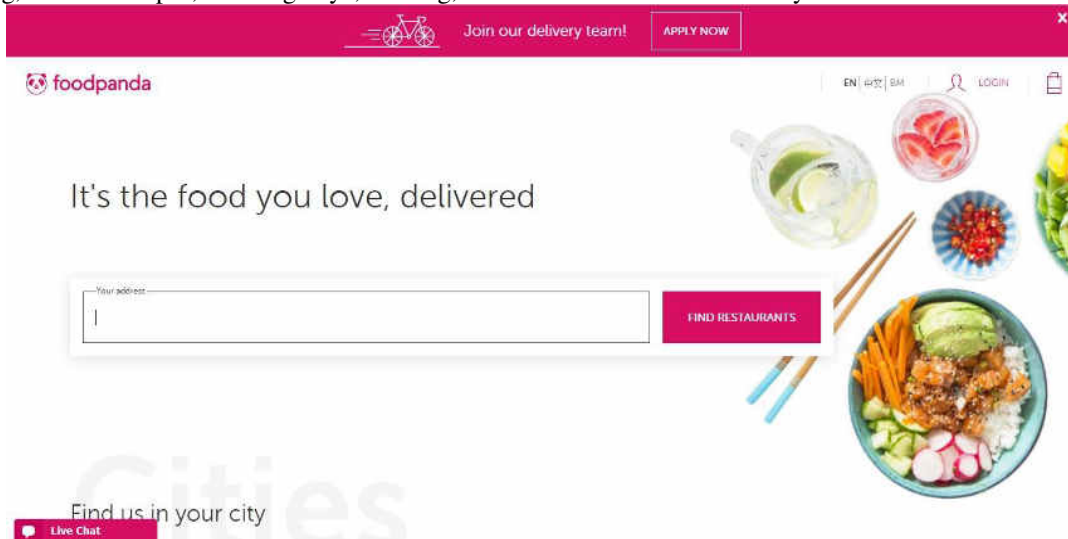


Figure 1 : The front page of foodpanda

- **dahmakan**

Dahmakan become one of the first startup in Southeast Asia for food delivery service. It was started in 2015 by Jonathan Weins (CEO), Jessica Li (COO) and co-founder and CTO Christian Edelman. All of them except co-founder were ex-employee of foodpanda that based in Hong Kong. They had this business idea in 2014 by the spark of idea of making food delivery service become more affordable and convenient. The main focus of this company is around Kuala Lumpur city since a lot of their market is located here. Not

like other food delivery platform, dahmakan focused on the control of their final product since they did every processes by their own. They did not include all the big brands to partner with them like foodpanda. They had fixed menu with a few options for lunch and dinner every day. For delivery time also they had fixed window time for lunch and dinner where by the last orders accepted 45 minutes for each delivery slots. By doing this, they had full control over their production process and also quality control. Another great features of this platform is that they have no delivery fees and also no minimum order for every purchase.

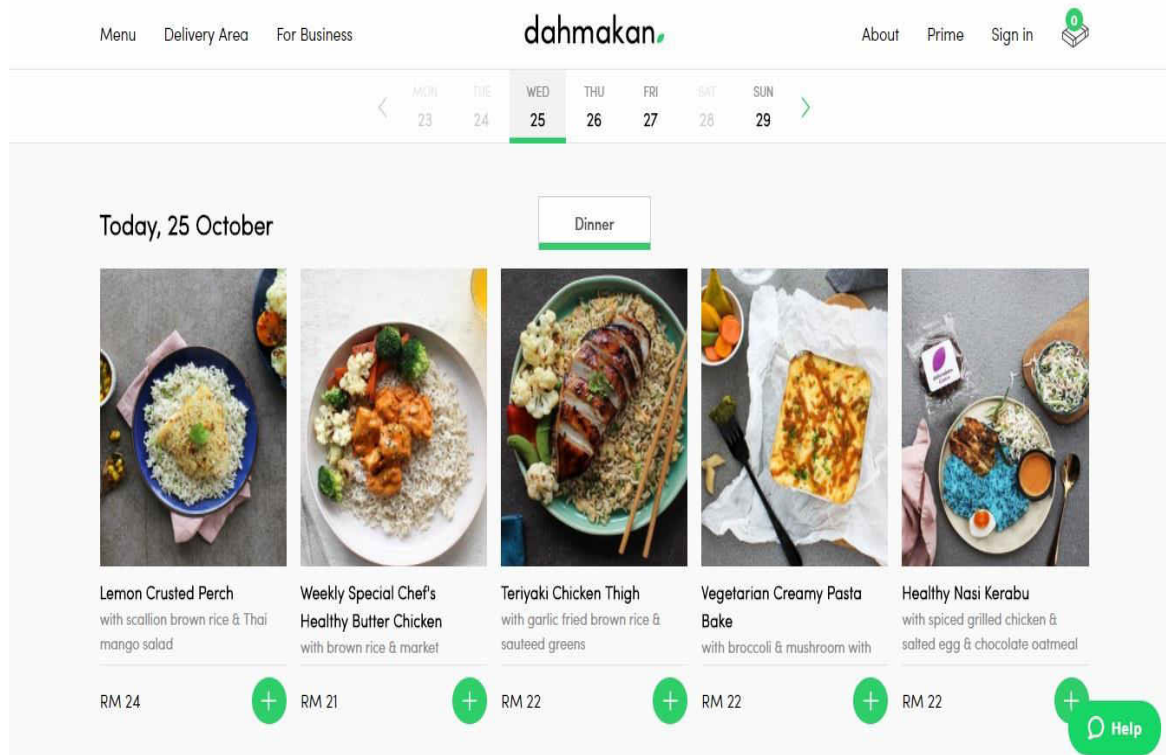


Figure 2 : The front page of dahmakan

## 5. STRATEGY CANVAS

Figure 3 shows the strategy canvas that has been applied to create a new market space as well as to make the competition irrelevant between the current systems.

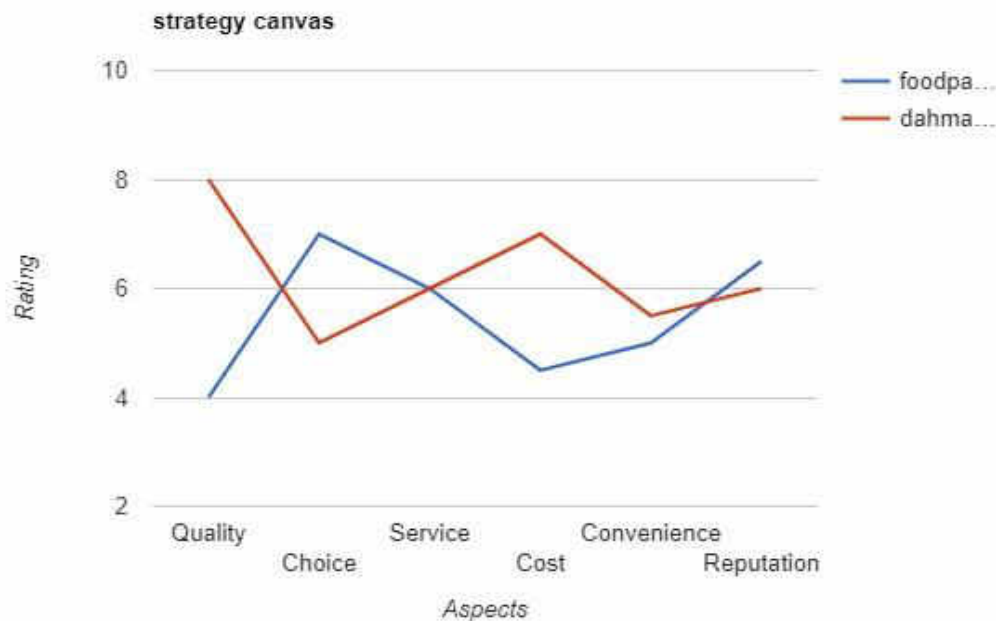


Figure 3 : Strategy Canvas

## 6. INNOVATOR'S DNA BEHAVIOUR

According to Jeffrey H. Dyer, Hal Gregersen and Clayton M. Christensen. (2015, September 15) [1], Innovator's DNA Behavior is one the methodologies to investigate and validate your business idea and to find the best solution for every problems by using creative and critical thinking. There are 5 set of skills that need to be mastered in understanding the behavior or needs of the customers. First, be able to associate problems differently from others and connecting seemly unrelated solutions and problems together. In this case of study, the researchers found out that in Malaysia it is hard to find an e-commerce platform that provide buy-and-sell foods and drinks designed specifically to help unemployed people such housewives, students and small food vendors who difficult to market their goods targeting for middle class people. Second, we asked questions and interviewed all segments of potentially will be the user of this platform such as students, housewives, food providers and also ordinary customers. The researchers found out that this platform is a good alternative to help people like housewives especially to generate side incomes straight away from their houses since myfood will provide pickup and delivery services. Nowadays, the numbers of mobile phone users is increasing due to the enhancement of technology. Therefore, marketing and

advertising strategy much easier if it is done on internet to attract more people to use this platform and benefit it for the good purposes. Based on the observation from the current business model canvas and some existing platform that works similarly with myfood such as foodpanda and dahmakan, the researchers found that their focus of business plan is on well-established restaurants and high-end food providers at main cities in Malaysia such as Kuala Lumpur, Johor and Penang where they are lacking to focus on middle class people to market their goods. In order to explore more on the customers' need and problems, some interviews had been conducted where the interactions with different of people and customer segments occurred in order to get new ideas to fulfill customers' needs.

## 7. ENVIRONMENTAL MAP

### • Key trends

Based on statistic that has been done by Suruhanjaya Komunikasi dan Multimedia Malaysia (SKMM) on their research paper tittle Internet Users Survey (2016) [2], found out that in 2015 the percentage of internet users had increased by 11% compared to previous year where it was just about 66.6%. It was approximately 24.1 million or 77.6% of Malaysian population and these numbers were expected will be increase in the next 5 years.

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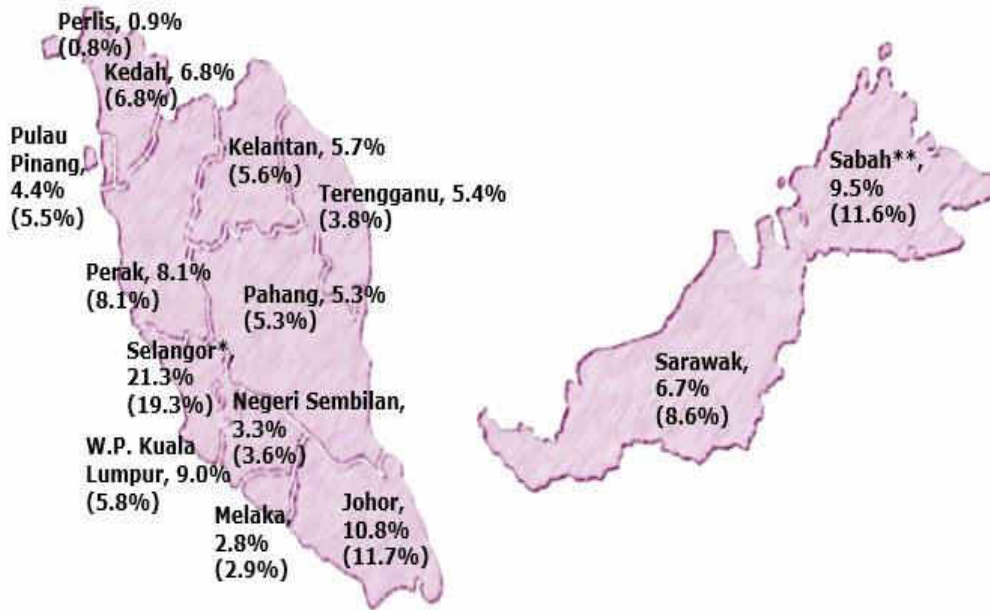


Figure 4 : Distribution of internet users of Malaysia in 2015

**Market forces**

Based on Figure 5 below, it shows that people in Malaysia spend quite significant amount of money for foods and

restaurant as general. The innovation of myfood believe to reduce the cost for people to have a meal through this platform.

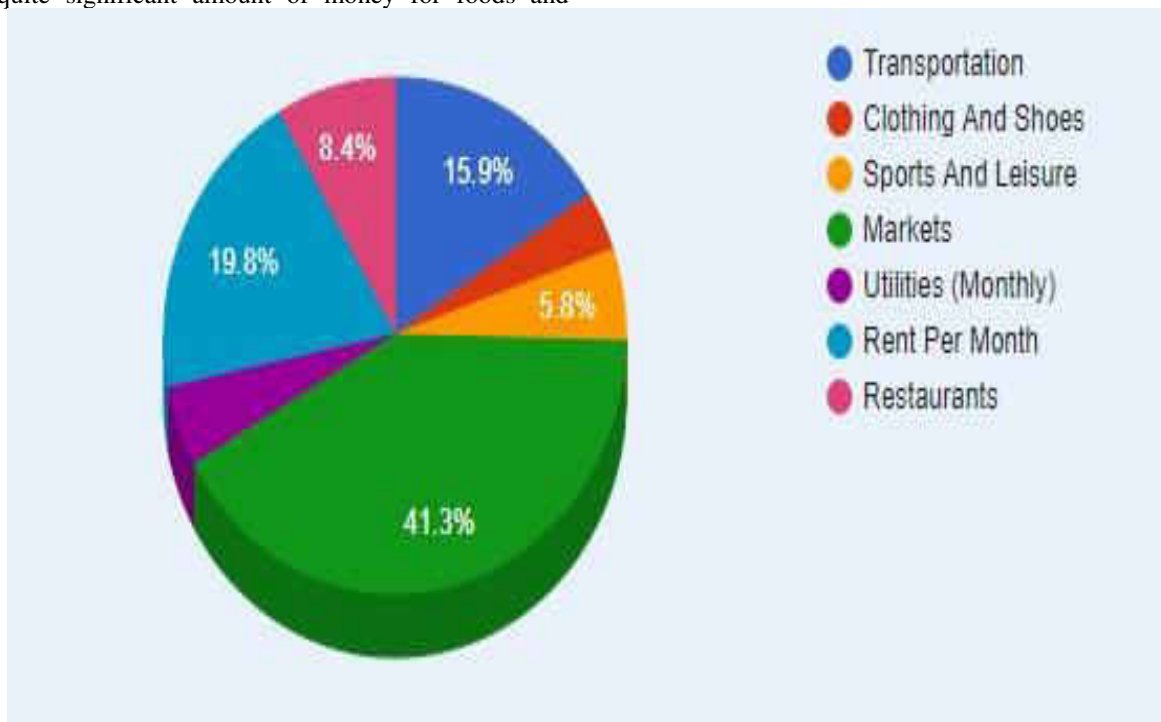


Figure 5 : Total cost of living in Malaysia (last update October 2017) [3]

**Macro-economic forces**

Due to the enhancement of technological development and the increasing number of internet users nowadays, internet marketing become one the highest revenue contribution for the economic growth especially for food and beverages industries. In 2022, the expected revenue for this industry is

83 million US dollars [4]. Another key trend for this forces is she economic where housewives become professional workers that they do not have ample time to cook when they are at home. They could be one of potential users to use this platform as a food buyers.

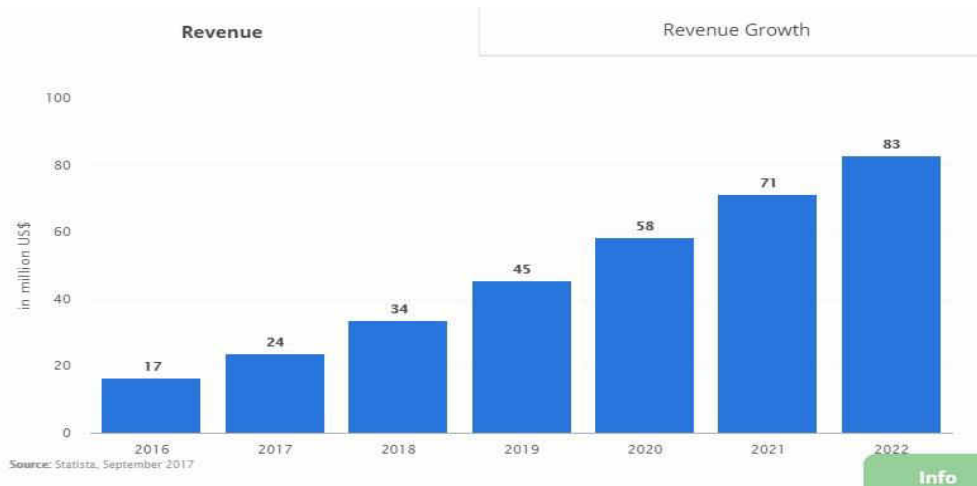


Figure 6 : Total revenue expected from food and beverages industries (in USD)

• **Industry forces**

Food providing services becoming one of high demand requested platform in the next following 5 years. This is based on current business model that focus more on food and drink services such as UberEats and foodpanda for international

level where by for local market are dahmakan, zomato for food reviewing platform. Based on statistic by international website [www.statista.com](http://www.statista.com), the number of user that expected to use online platform for Food and Beverages category in 2022 is 2.3 million users[5].

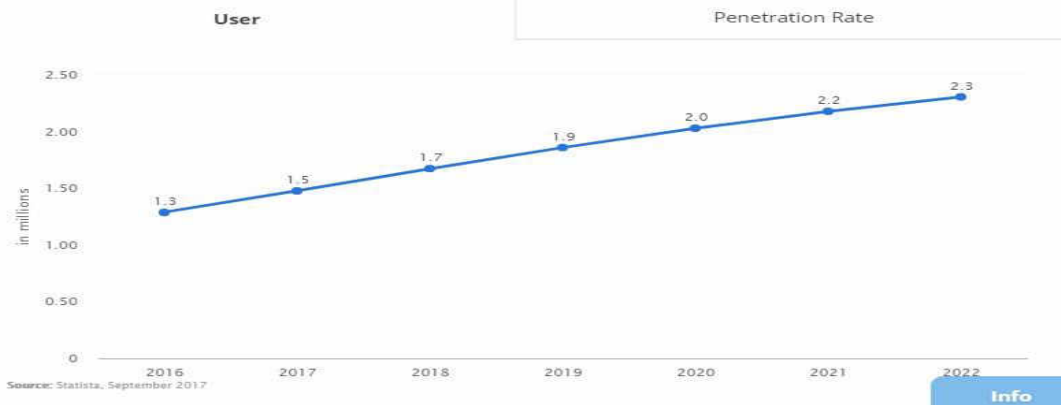


Figure 7 : Total online user for Food and Beverages category

8. INITIAL BUSINESS MODEL CANVAS

Figure 8 shows the initial business model canvas of Myfood which has been produced

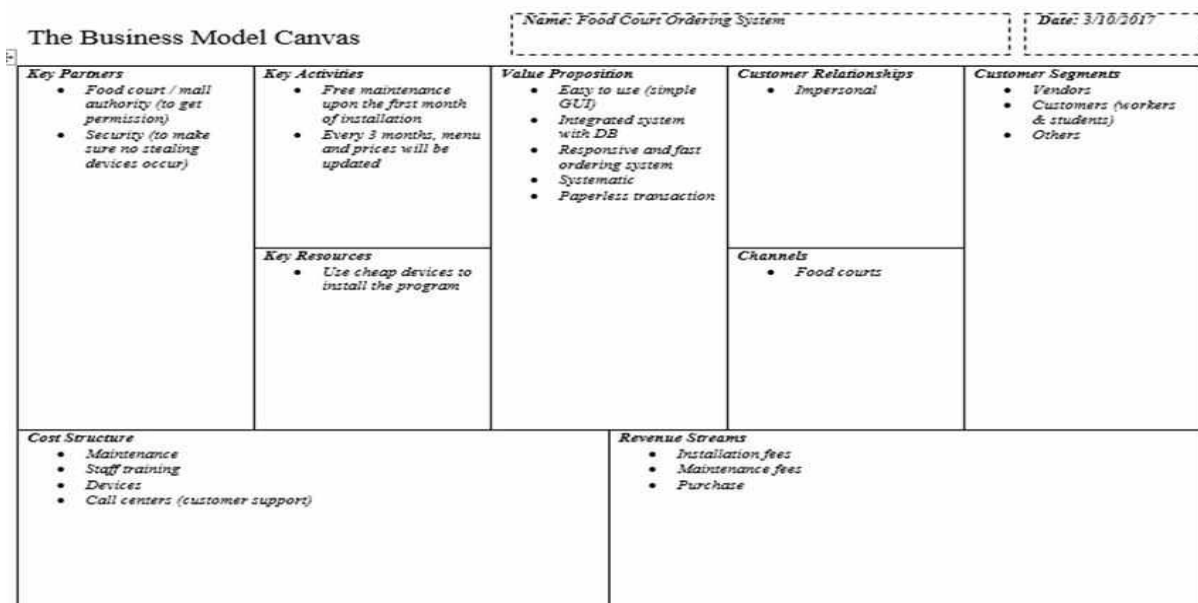
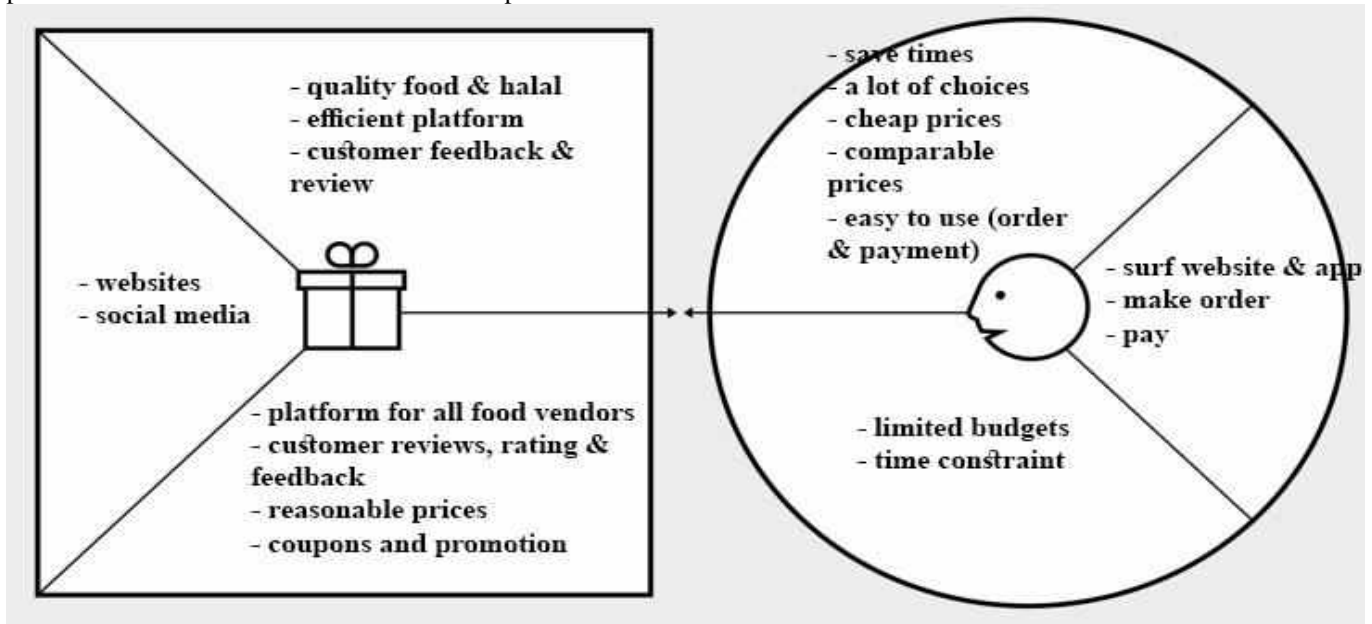


Figure 8 : Initial Business Model Canvas of myfood

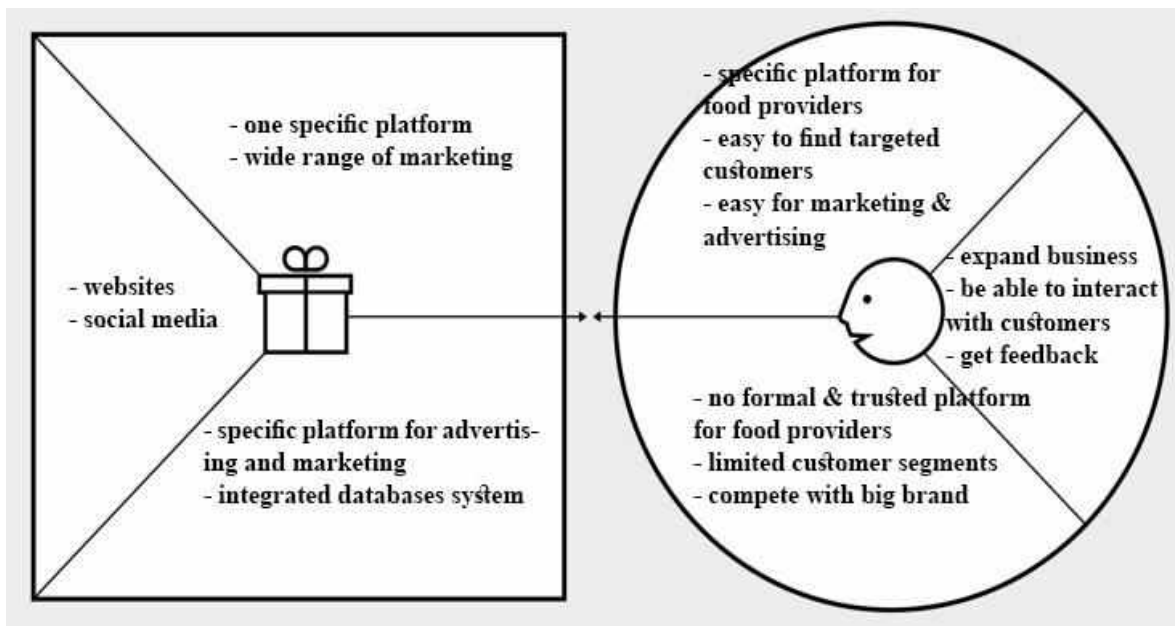
**9. INITIAL VALUE PROPOSITION DESIGN**

After exploring the customers’ needs and problems, the value proposition canvas which consists of value map and customer profile has been created for both side food providers and

customers. This value proposition canvas is believed to create value for myfood’s customers as well as lowering the risk of failure for the next VPCs. The objective of the value map is to describe explicitly how the products and services create value to the customers whereas the customer profile visualizes what matters to the customers in a sharable format.



*Figure 9 : Initial Value Proposition Canvas for customers*



*Figure 10 : Initial Value Proposition Canvas for vendors*

**10. VALIDATION OF INITIAL BUSINESS MODEL**

**INTERVIEW AND QUESTIONNAIRE RESULTS**

Primary research has been conducted through interview and questionnaire to gather more information from specifically target desired groups which are the customer segment of myfood. This were help in sorting out the interaction of variety of users that will be using this platform, these include housewives, students, food providers such as restaurant

owners, small vendors and anyone who are interested with this system. 5 individuals were interviewed from different background or work such as restaurant manager, food assistant in high-end restaurant and normal users (buyers). From the results shown that every customer segment has their own problems when it comes to use online platform for ordering food but all of these problems can be categorized as follows in figure 11 and 12.

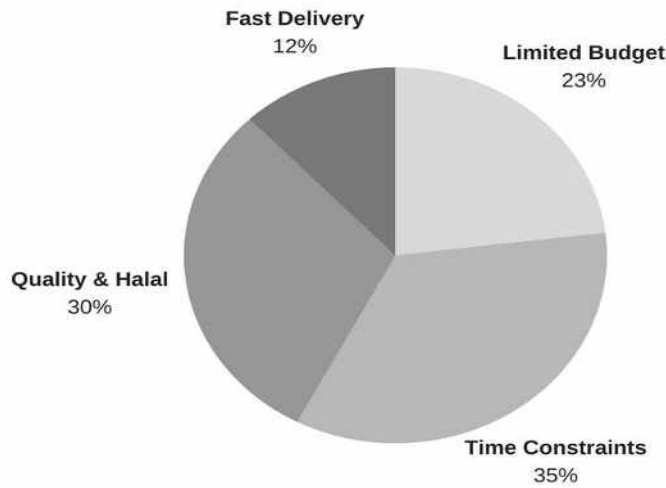


Figure 11 : Customers' problems and demands

Figure 11 focused on problems and demands from customers where highly voted problem is due to time constraints that they are preferred to use online platform to order their foods.

Come in second is demand for halal and quality foods on platform. Then followed by limited budgets and demand for fast delivery services.

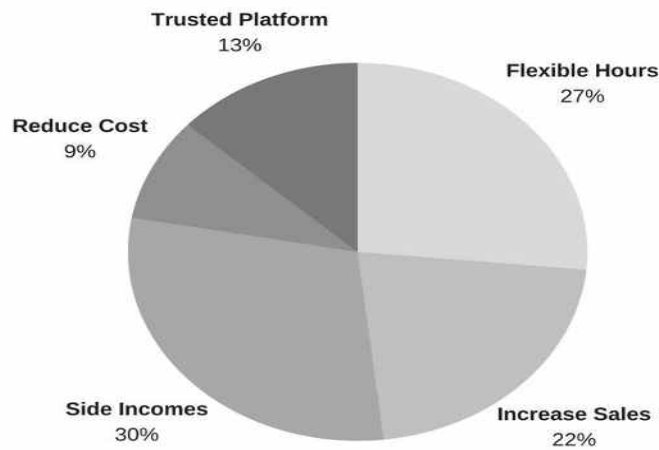


Figure 12 : Food providers' problems and demands

Figure 12 focused on problems and demands from food providers segment where highly requested problems that need to be solved is in term of generate side incomes for freelance cooks that has flexible working hours. By using this platform, they believed that number of sales can be increase and at the

same time they can reduce the cost of advertising and marketing. As a food provider, another concern that they has is a trusted and specific designed platform to enhance their quality of products and services.



Figure 13 : Requested features to include on this platform

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Figure 13 shows requested features that need to be included in myfood to enable users to use it smoothly with complete information about menus with convenience payment getaway for an e-commerce platform to operate appropriately. 56% of result shows the variety of choices still need to enhance more, this include menus for breakfast, lunch and dinner without neglecting reasonable prices. Another additional point that can be included is rating and review system that can help users to make a good decision before place an order.

## 11. CONCEPTUAL SOLUTIONS ENHANCED BUSINESS MODEL CANVAS

*Figure 11 : Enhanced Business Model Canvas of myfood*

<b>Key Partners</b> <ul style="list-style-type: none"> <li>• Food providers with their cooking appliances</li> <li>• Payment processors</li> <li>• Investors</li> </ul>	<b>Key Activities</b> <ul style="list-style-type: none"> <li>• Product development and management</li> <li>• Marketing and customers acquisition</li> <li>• Hiring delivery boys</li> <li>• Managing food providers payouts</li> <li>• Customers support</li> </ul>	<b>Value Proposition</b> <p><u>Food Providers</u></p> <ul style="list-style-type: none"> <li>• Additional source of income</li> <li>• Flexible working schedules and can work part time</li> <li>• Easy payment procedure</li> </ul> <p><u>Users</u></p> <ul style="list-style-type: none"> <li>• Minimum waiting time</li> <li>• Prices cheaper than normal high end restaurant</li> <li>• Cashless food ordering</li> <li>• Can see the ETA and view previous feedback from other users</li> <li>• Halal and nutritious food</li> </ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"> <li>• Social media</li> <li>• Customers support</li> <li>• Review, rating and feedback system</li> </ul>	<b>Customer Segments</b> <p><u>Food Providers</u></p> <ul style="list-style-type: none"> <li>• People who can cook and wants to earn money</li> <li>• Those who have passion in cooking</li> <li>• Those who own restaurants, food stalls or vendors</li> </ul> <p><u>Users</u></p> <ul style="list-style-type: none"> <li>• Those who don't have time to cook</li> <li>• Those who have limited time to go out to eat</li> <li>• People who need fast delivery food to their offices or homes</li> </ul>
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>• Technological infrastructure</li> <li>• Salaries to permanent staffs</li> <li>• Launch events and marketing expenditure</li> </ul>		<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>• Commission based revenue for each ordering</li> </ul>		

### A. Customer Segments

As in figure, the targeted customers are food providers, housewives, students, unemployed individuals, professional working person and working parents to leverage their businesses all are welcomed and generate income and save some time while purchasing foods.

### B. Value Proposition

Enhance the possibilities for housewives or anyone who wish to generate side income straight away from their homes. By providing this platform, hopefully they can improve their quality of life and at the same time have some more times with their beloved family.

### C. Channels

To be able to access to myfood's channels, user need to download and install myfood app on their mobile phones either android or iOS. Myfood also available on web for computer users.

### D. Customer Relationship

Customer relationship is basically describing the value that a company offers to maintain the relationship between the company and other customer segments. Basically myfood will provide customer support services, social media like

Facebook, Twitter and Instagram account for users to interact and communicate with us. There is also feedback system and customer review to be able for the users to check and validate any food providers before purchase and indirectly be able to boost their trust to keep using this app.

### E. Key Resources

Key resources describe the assets needed by company to assure the business model works properly, these including maintained platform and skilled food providers.

### F. Key Activities

Key activities are also one of the vital block for a company run successfully. These include service development and management, marketing and customer acquisitions, hire delivery boys, managing food providers' payouts and customer supports.

### G. Key Partners

Key partners describe the network among food providers with their suppliers, banking institutions for payment process and investors to improve services of this platform.

### H. Cost Structure

Cost structure explains the cost that need to cover up by the company to maintain this platform at the highest level of services. For myfood, the cost comes from technological



infrastructure, salary to permanent staffs and also for marketing and launching events.

1. Revenue Streams

Revenue stream explains the revenue will be generated. Basically, revenue will be generated by charging commission from each transaction of orders made by the customers.

12. ENHANCED VALUE PROPOSITION CANVAS

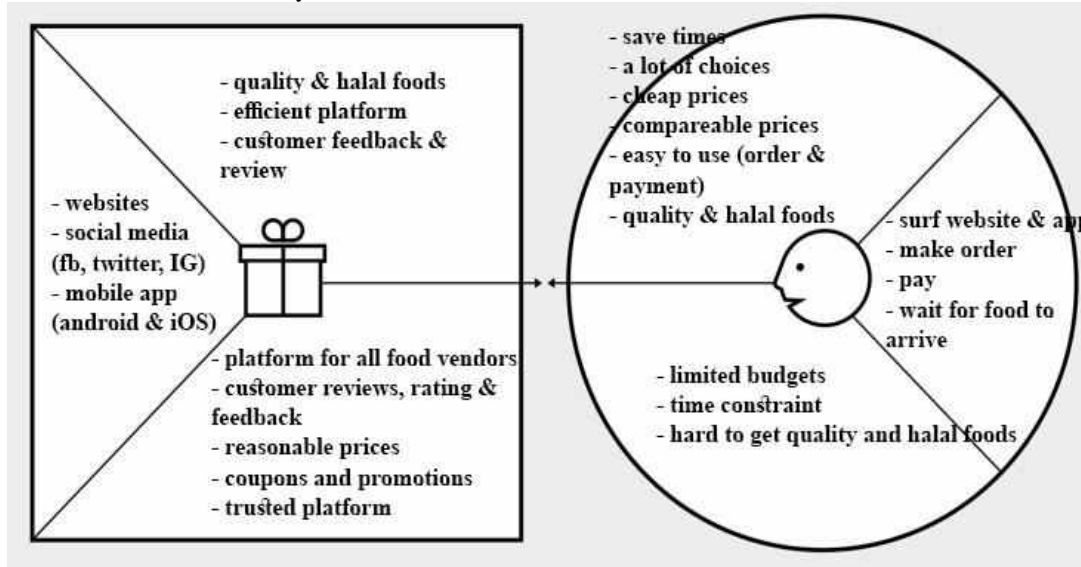


Figure 12 : Enhanced Value Proposition Canvas for customers

Figure 12 shows the VPC for the customers. Myfood can help customers to overcome their limited budgets by giving cheap and reasonable prices and at the same time they can compare the prices available. Myfood also help them to save their time by providing efficient platform where by all food providers are available here on one platform. This can save some times for searching foods with high quality and follow the constraints of religion which is halal food. Another key

features of this platform is that, there is feedback system, review and rating for each vendors. This can help the customers to choose the best to suit their appetites. Also, this platform provide simple user interfaces from early stage of sign up process up to checkout orders with informative menus and easy payment getaways where available for mobile phones users either android or iOS and also available on web.

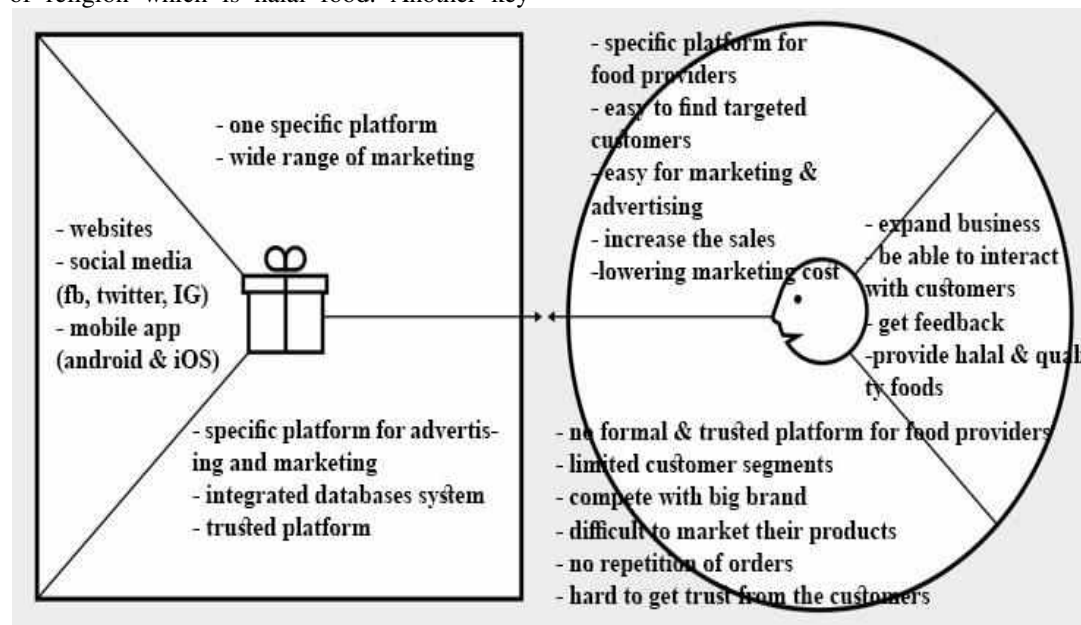


Figure 13 : Enhanced Value Proposition Canvas for vendors

Figure 13 shows the value proposition canvas for vendor. Myfood provides a platform for the vendors to promote their services for various types of foods and drinks. This is also their chance to expand and leverage on their businesses by lowering the cost for marketing and advertising and the same time increase the total number of sales. Since this platform is designed to find the specific target of customers, so it is easy

for the vendors to find their customers who really want their products. Vendors also can view and get feedback from customers for what they had served directly from this platform and be able to improve their services in the next times. Another advantages of using this platform is that they can eliminate competitions from the well-established restaurants or other international brands like KFC or Mc Donald. If they have any feedback or any comments with myfood's services,

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they can reach us on social media or to customer support department to sort their problems out. This platform solely based on integrated databases system where the vendors can use retargeting and remarketing technique to promote their new products to their previous customers by using information that are available on this platform.

### CONCLUSION& FUTURE WORKS

In conclusion, this conceptual solution can give benefits and provides new opportunities for all our customer segment. As the development of internet is resulting in great growth of online advertising, e-commerce platform such as myfood will be a great advertising tool to improve their quality of life and be able to spend more times with family and to do ibadah, as mentioned in Surah Al-‘Asr verses 1-3 which mean *“By time, indeed, mankind is in loss, Except for those who have believed and done righteous deeds and advised each other to truth and advised each other to patience.”*[6]. Even though mankind are required to earn money to live on this world but do not forget the real purpose of creation of mankind into this planet to worship God as mentioned in surah Adh-Dharyyat verse 56 *“And I did not create the jinn and mankind except to worship Me”*[7]. In the future plan, myfood are going to develop a complete business plan by applying V2MOM (Vision, Values, Methods, Obstacles and Measures) Model.

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