



اَوْنِبُوْرَسِيْتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
UNIVERSITI
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MARA

FUNDAMENTALS OF ENTRENEURSHIP
ENT300

KLEN ENTERPRISE
Business Model Canvas(BMC)

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INTRODUCTION



KLEN Enterprise is an online retail company but I also have my showroom at Komplek Perniagaan Sultan Abdul Hamid, Alor Setar, Kedah. Besides that, people can also access me through email at klenenterprise@gmail.com or they can just direct call or whatsapp me at 04-7710832/019-7914589.

My company sells skincare product. To be specific, it is a beauty toner. My toner is not an ordinary toner, it is a multifunction toner. It works from head to toe. It can be as a refreshing face mist, cleansing toner, essence, hair spray and many more! So my customers does not need to buy it in separate product where they can just get all those functions in my toner.

The Business Model Canvas

<p><i>Key Partners</i></p> <ul style="list-style-type: none"> • Kholin Sdn. Bhd. • AB Design & Printing. • Shopee.com. website. 	<p><i>Key Activities</i></p> <ul style="list-style-type: none"> • Activities that transfer inputs into output in order to produce the KLEN beauty toner. 	<p><i>Value Proposition</i></p> <ul style="list-style-type: none"> • skincare product which is all-purpose beauty toner. 	<p><i>Customer Relationships</i></p> <ul style="list-style-type: none"> • Birthday wish and discount voucher for them. • Membership card. • Get 10% discounts due to points collected. • Follow up. • Share beauty tips. • My birthday's promotion. 	<p><i>Customer Segments</i></p> <ul style="list-style-type: none"> • Children from seven years old and above. • Teenagers. • Men and Women.
	<p><i>Key Resources</i></p> <ul style="list-style-type: none"> • Staffs. • Raw materials. • Transportation. • Equipment. • Information. • Capital. 		<p><i>Distribution Channels</i></p> <ul style="list-style-type: none"> • Physical store. • Social media. • Advertisement. • Public figures. 	
<p><i>Cost Structure</i></p> <ul style="list-style-type: none"> • Shop equipment. • Banners. • Paper bags. • Raw materials. • Flyers. • Packaging. • Staff salary. • SSM Permit. • Car Maintenance. • Utilities. • Paid reviews. • Deposit Rental. • Shop rental. • Business Cards. • Fuel. 		<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> • RM 29.00 per toner. (Profit; around RM 12.00 each) • Pay by cash, through online banking, and also cash on delivery(COD). • Demand of the beauty toner will increase in February, October, November and December. 		

1. Value Proposition



KLEN Enterprise will be manufacturing a skincare product, which is an all-purpose toner that can be used from head to toe. Klen is actually a phonetic spelling of clean. Clean word itself shows that it is free from dirt, marks or stains. I choose Klen because it really represent my beauty toner where it can remove any dirt, marks or stains. I have chosen a simple yet catchy name for my product, which is Klen so that it is easily remembered and recognised by the people in my target market.

The toner contains plant-based natural ingredients such as witch hazel extract and Aloe Vera extract as its main ingredients. It is a natural astringent agent which helps to cleanse, soothe and calm the skin. The toner can be used on the face to thoroughly remove any traces of dirt, grimes and sweat. Also, it can be used as a makeup remover which will not only remove the makeup, but also removes dirt and oil. My head-to-toe toner can be applied to any body part, except private parts to deeply clean the skin as it works well like a body scrub. Besides, this toner can also be applied to the scalp to help relieve itchy and flaky scalp, reduce excess oil production on the scalp and to treat eczema. In addition, I have included the guidance on how to use my product on the toner bottle in order for my consumers to get the best results possible. While it is safe to be used on all skin types including sensitive ones, I do advise to my customers to patch test my product first before fully using it on their skin as to avoid any skin irritations or problems. Moreover, it will be stored in bottles of 50ml each which has a life span of approximately twelve months after the manufacturing date, as I am producing my product without any preservatives.