



COCONUT FLESH REMOVER

BUSINESS MODEL CANVAS

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1. EXECUTIVE SUMMARY

The purpose of this report is to give details and explain my product in Business Model Canvas (BMC) form. Before I put my ideas and concept of my product in BMC, I have identify the problems faced by Kak Nah Serondeng Enterprise. After that, I brainstorm the idea by doing a survey to 30 respondents which are mostly the students of UiTM Kota Bharu. From the results of the survey, I be able to quickly draw a picture of what the idea of my product entails.

Main problem faced by this company is the process to remove coconut flesh is time consuming and repetitive use of the tool can cause hand pain. This company still using traditional tool to remove coconut flesh. Encik Hafiz said that most is the time, the process of removing the coconut flesh will cause hand pain. This is because the work force is focused only to the hand.

Hence, this study was conducted to develop an innovation that will help to reduce hand pain. In addition, this paper will highlight all of the nine building blocks in the business model canvas which are key partners, key activities, key resources, value propositions, channels, customer relationships, customer segments, cost structure and revenue streams.

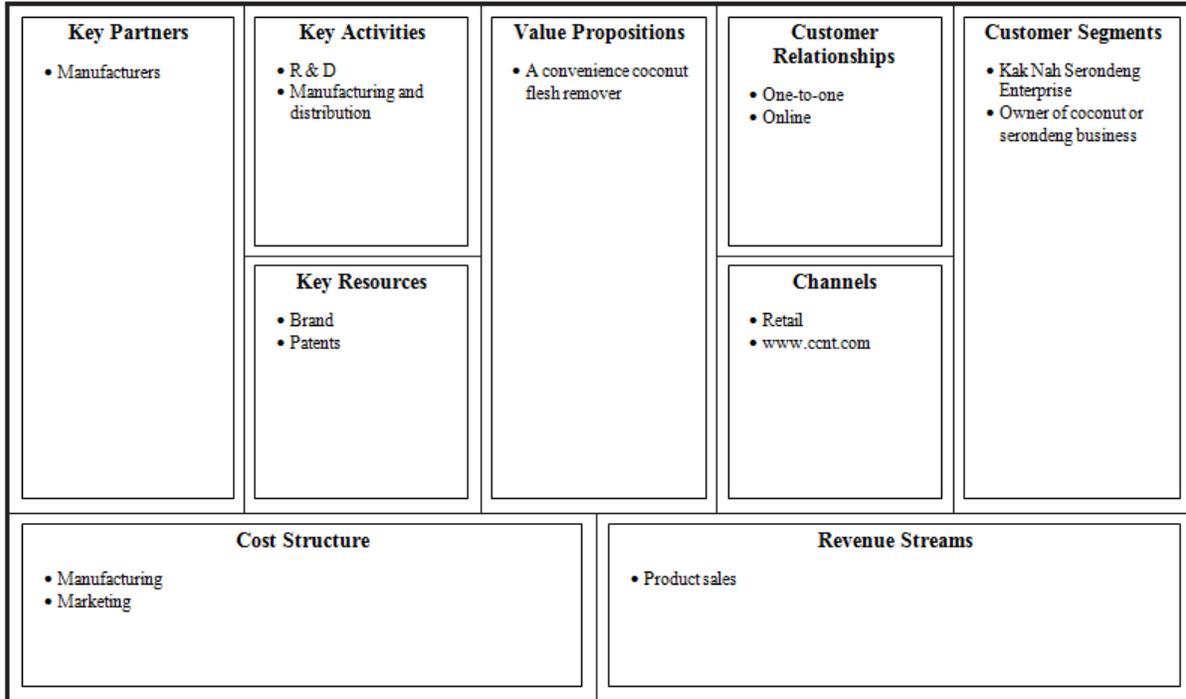
2. INTRODUCTION

Based on the interview session with the assistant manager of Kak Nah Serondeng which is Encik Hafiz, this company did not have much problem because the company is just a small company that runs by family. This company already using serondeng cooker machine that will help in preparing serondeng in a big portion. However, since Kak Nah Serondeng producing coconut serondeng, there is a problem identified where the process to remove coconut flesh is time consuming and repetitive use of the tool can cause hand pain. This company still using traditional tool to remove coconut flesh. Encik Hafiz said that most is the time, the process of removing the coconut flesh will cause hand pain. This is because the work force is focused only to the hand.

Therefore, this study was conducted to develop an innovation that will help to reduce hand pain. The idea of innovation is separated into 9 sections where each block focuses on a different factor that needs to consider

3. BUSINESS MODEL CANVAS (BMC)

Business Model Canvas



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3.1. Value Propositions

The value proposition is essential to any business or product. It is the fundamental concept of the exchange of value between business and customer. Generally, value is exchanged from a customer for money when a problem is solved. Some good questions when defining my product as shown below:

- What is the problem I am solving?

Process of removing coconut flesh is time consuming and repetitive use of the tool can cause hand pain.

- Why would someone want to have this problem solved?

This problem needs to be solved so that it is convenient for the worker to do their work, good for safety precaution and help in speed up the process of removing coconut flesh.