



اَوْنَبُوْ سَيِّتِيْ تَيْكُونُوْ كِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## EASY PEASY TOOL

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**Faculty** : Faculty of Computer and Mathematical Sciences  
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**Submitted to**

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## **1.0 EXECUTIVE SUMMARY**

Business Model Canvas (BMC) is a strategic management tool to quickly and easily define and communicate a business idea or concept. It can clearly show our business idea on a piece of paper that allows us to visualize the business model, detect weakness and target segment. It has 9 building blocks of the business model. It is a visual chart with elements describing a firm's or product's value proposition, customers, finances and sources.

The BMC report for my product which is Easy Peasy tool can act as the business plan. It can help me go run my business extensively in terms of market research, financial, target customers and target supplier. It may help in enhancing my business. Moreover, by using BMC I can see my business potential more clearly. In other words it can offer me an overview of the business idea from many perspectives, thus it makes us easier to produce Easy Peasy tool.

## 2.0 BUSINESS MODEL CANVAS (BMC)

Madam Yusrina Hayati Binti Designed for: Nik Muhammad Naziman		Nur Humaira Binti Designed by: Suhaimi		Date:	Version:
<b>Key Partners</b>  <ul style="list-style-type: none"> <li>- hardware expert</li> <li>- manufacturer</li> <li>- factory operator</li> <li>- supplier for raw material</li> </ul>	<b>Key Activities</b>  <ul style="list-style-type: none"> <li>- R&amp;D</li> <li>- Find suitable design</li> <li>- manufacturing</li> <li>- Marketing</li> <li>- logistics</li> <li>- Quality control</li> </ul>	<b>Value Propositions</b>  <ul style="list-style-type: none"> <li>- simple design</li> <li>- convenience (easy to bring &amp; easy to use)</li> <li>- Variety of colours</li> </ul>	<b>Customer Relationships</b>  <ul style="list-style-type: none"> <li>- customer service</li> <li>- social media</li> </ul>	<b>Customer Segments</b>  <ul style="list-style-type: none"> <li>- factory operator: people who own a factory or business use a bottle cap</li> <li>- household</li> <li>- people who have difficulty in open bottle cap</li> </ul>	
<b>Key Resources</b>  <ul style="list-style-type: none"> <li>- patents</li> <li>- brand</li> <li>- human</li> <li>- physical</li> </ul>		<b>Channels</b>  <ul style="list-style-type: none"> <li>Social media (eg: Instagram, twitter and facebook)</li> <li>- mobile apps (eg: shopee, lazada)</li> </ul>		Search documents and filenames f	
<b>Cost Structure</b>  <ul style="list-style-type: none"> <li>- marketing</li> <li>- manufacturing</li> <li>- logistics</li> <li>- R&amp;D</li> </ul>			<b>Revenue Streams</b>  <ul style="list-style-type: none"> <li>- sales of product</li> <li>- 1x easy peasy tool</li> </ul>		

### **3.0 9 BUILDING BLOCKS OF BUSINESS MODEL CANVAS**

#### **3.1 Key Partners**

The key partners of easy peasy tool are hardware expert, manufacturer and factory operator. These three are the most important key partners because by doing this we can get the idea about what is market scenario, optimization in product, cost can be achieved and sources of raw material of our product.

- **Hardware expert:**  
To delivered our product to their store at the best price.
- **Supplier for raw materials**  
To get the special deal of raw material and they could be a provision of raw material to company. In order for my company focuses on other activities, the partnership for the material supplier must be chosen carefully. By doing so, the process of manufacturing can be done smoothly
- **Manufacturer:**  
Primarily responsible for implementing and operating the production system in order to produce the product.
- **Factory operator:**  
Factory operator as the main customer for this product.

#### **3.2 Key Activities**

The key activities that should be perform well in the business are:

- **Research and development (R&D):**  
To innovate and introduce new products or to improve their existing offerings and it also allows a company to stay ahead of its competition.
- **Find suitable design:**  
Design is the first thing the buyer look for. It must be appropriate, convenience and interesting.
- **Manufacturing**