



SMART CEILING CLEANER

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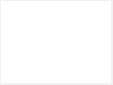
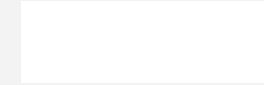
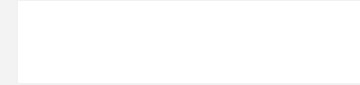
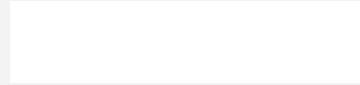
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1.0 INTRODUCTION

A business is a description of the intention of a business operation. The model is used by most researchers and business strategists in explaining organizational value creation, performance and competitive advantage. Business Model Canvas (BMC) consists of nine basic components or building blocks of a business model, which are Key Partnerships, Key Activities, Key Resources, Customer Segments, Value Propositions, Customer Relationships, Channels, Cost Structure And Revenue Streams. The BMC can be used as a mechanism in helping users to map, discuss and invent new business models.

In the Figure 1, all the nine components of the business model canvas for the Smart Ceiling Cleaner will be presented. The description of the Business Model using the Business Model Canvas as follows.

Business Model Canvas



Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> ▪ Manufacturer ▪ Supplier 	<ul style="list-style-type: none"> • Equipment Development and Manufacturing Production ▪ Marketing 	<ul style="list-style-type: none"> ▪ Affordable price ▪ Customized products ▪ Product quality 	<ul style="list-style-type: none"> ▪ Online relationship ▪ Customer satisfaction ▪ Offline channels ▪ Customer loyalty ▪ Quality 	<ul style="list-style-type: none"> ▪ Housewife ▪ Housekeeper ▪ Busy person
	<p>Key Resources</p>		<p>Channels</p>	
	<ul style="list-style-type: none"> ▪ Facilities ▪ Machineries ▪ Workers ▪ Financial 		<ul style="list-style-type: none"> ▪ Advertising in social media ▪ Web and mobile application 	
<p>Cost Structure</p>		<p>Revenue Streams</p>		
<ul style="list-style-type: none"> ▪ Product development ▪ Marketing & Advertising costs ▪ Manufacturing costs 		<ul style="list-style-type: none"> ▪ Sales of products ▪ Cash sales ▪ Advertising 		

Figure 1: Business Model Canvas (BMC) for Smart Ceiling Cleaner