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BUSINESS MODEL CANVAS

Wiwi Snacks 

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I. INTRODUCTION

A snack is a small service of food and generally eaten between meals. Snacks come in a variety of forms including packaged snack foods and other processed foods, as well as items made from fresh ingredients at home. Snack foods are typically designed to be portable, quick, and satisfying. Processed snack foods, as one form of convenience food, are designed to be less perishable, more durable, and more portable than prepared foods. They often contain substantial amounts of sweeteners, preservatives, and appealing ingredients such as chocolate, and specially - designed flavours such as flavoured potato chips.

To conduct a business that I, myself come up with my idea which is foods product, snack, a product to put on the market. The reason why I choose this idea of establishing a business is to provide the consumer a better choice of snacks product to exist in the market world. Competitive advantages of this products come in many ways that can be discussed in the business model canvas. To resolve the problems that already are being inconvenient to the customers such as lack of tastefulness in food, unreasonably high price, not friendly user, unhealthy to consumed, etc.

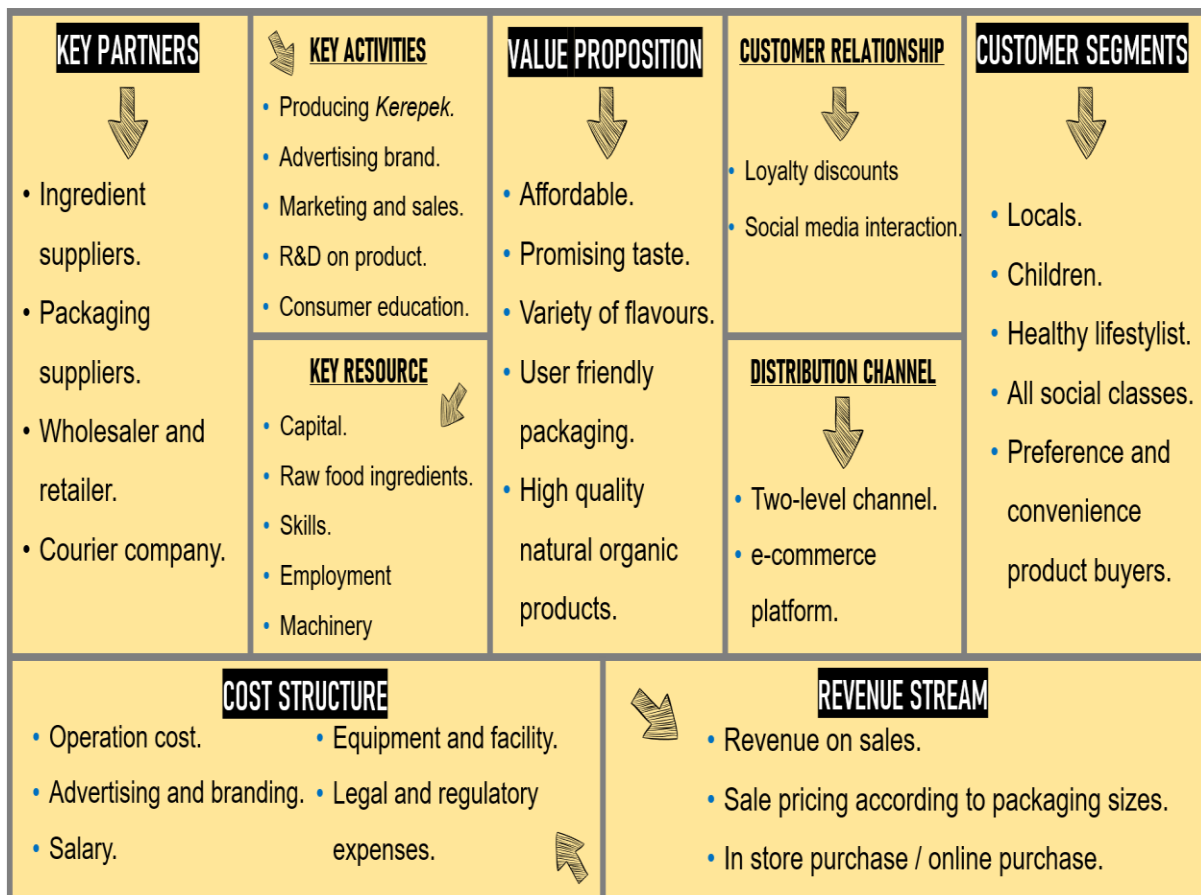
A proper plan must be prepared to start the business. There is a tool that is suitable for this type of situation and it is called business model canvas. Many aspects must be analysed in detailed to sell the snack on the wide markets. Commonly, any products or services created will issue problems to it. Therefore, this method will help us to identify the problems arise by making inquiry towards the issue. For instance, how will I promote the business? An answer for that will be discussed with more details in the business model canvas.

With these in mind, this paper presents a business model canvas which is used as a tool to conceptualize the strategies that can be undertaken to relate various components of a business on achieving the value proposition especially in commercializing new ideas. The reason to use business model canvas. It focuses on what's important the fundamental business logic. It quickly clarifies and demonstrates whether the pieces fit together to make a business worth investment. It is also an ongoing tool that facilitates discussion, debate and also requires further research. Further research can be around financials, segments, and partners. Often, once the business model is created there needs to be some initial validation.

II. BMC – 9 BLOCKS

Creating a visual map of a business model is putting the nine elements or blocks together. The business model canvas is essentially a visual chart with elements that consists of nine components. The components are value proposition, customer segment, distribution channel, customer relationship, revenue stream, key activities, key resources, key partners and cost structure of a business, product, or service. All these components form what will be the building blocks of the organisation. Altogether, they create a map for the strategy and operations of the business. In comparison to other methods, the visual mapping process is a useful team process. Besides exploring new opportunities, it creates a shared understanding between team members.

BUSINESS MODEL CANVAS: *Wiwii Snacks*



III. VALUE PROPOSITION

A value proposition is a statement which identifies clear, measurable and demonstrable benefits customers get when buying a particular product or service. It should convince consumers that this product or service is better than others on the market. This proposition can lead to a competitive advantage when consumers pick that particular product or service over other competitors because they perceive greater value.

This is fundamental purpose to put the product into the market. As for *Wiwi Snacks*, the value propositions are:

1) Affordable:

Offering affordable products to the consumer. To gain the competitive advantage is to offer a lower price compare to other same category of products. The price for the products will discussed in more details in Revenue Stream. Therefore, the price is reasonable for consumer to purchase it and becoming their prefer selection based on price comparison.

2) Promising taste:

Wiwi Snacks will assure to serve a promising taste for every product that have been produced. As the ingredients are purely top of quality. No substandard quality ingredients are used to maintain a lowest cost as possible in producing the products. Then the food produced will be tested by professional food tester in order to determine the quality in taste of snack is qualified to put on the market. We are to convince that the uniquely amazing taste of the snack will remain in the consumers mind to always choose *Wiwi Snacks* whenever they decided to buy snacks that are fully satisfied to consume.

3) Variety of flavours

Wiwi Snacks also offers variety of snack flavour for our consumer to choose. Product lines and various flavour are listed as below: