



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
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BUSSINESS MODEL CANVAS

ELECTRIC COCONUT SCRAPER MACHINE

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TABLE OF CONTENTS

	PAGE
COVER PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
BRIEF DESCRIPTION OF THE PRODUCT	iv
1.0 INTRODUCTION	5
2.0 BUSINESS MODEL CANVAS	6
2.1 Customer segment.....	6
2.2 Value Propositions.....	7
2.3 Channels.....	8
2.4 Customer Relationship.....	9
2.5 Revenue Streams.....	9
2.6 Key Resources.....	10
2.7 Key Activities.....	10
2.8 Key Partnerships.....	11
2.9 Cost Structure.....	12
3.0 CONCLUSION	13

BRIEF DESCRIPTION OF THE PRODUCT

Have you ever heard about an electric coconut scraper machine? Based on the research and observation, only a small amount of people acknowledge about the invention of this coconut scraper. Demand in market for coconut scraper is a stuff of legend since mostly Malayan food was using coconut milk. Common coconut scraper is traditionally difficult to use by family or small industries since they cannot produce maximum coconut milk because it take a long time for scraping the coconut meat from the coconut shell and turning into the coconut milk. Besides, the traditional method of getting coconut milk by using common coconut scraper is associated with numerous problems, such as time consuming, tediousness and unhygienic products. The idea came to the minds since a solution is now required, which is the very reason for composing this study and its following innovation process. There is a need to introduce a modern coconut scraper that will improve the quality and quantity of coconut milk production.

I decided to invent an electric coconut scraper machine as my product. The electric coconut scraper machine is not like the other coconut scraper. I developed new special features and that makes it different from other coconut scraper so that it could be used by consumer coconut scraper with satisfaction. Among the features that is developed comes with stainless steel blade, hole at the bottom of the body, power button, the press button safety switch, rubber below the plastic body, plug with copper cable electric, full body plastic and holder. The electric coconut scraper machine is an improved product by making an adjustment or modification to the traditional coconut scraper that have only one function which is scrape the coconut meat with copper blade sharp.

1.0 INTRODUCTION

Business Model Canvas (BMC) is a strategic tool for the quick and easy definition and communication of a business idea or concept. BMC will present our business idea clearly on a piece of paper that helps us to imagine the business model, find flaws and check. Whether the idea for the businesses can work or vice versa can help us to extend if the BMC has used it carefully. BMC usually produces by brainstorming a group of people or team focusing on testing alternatives for the business idea and finding the new combination possibilities where the idea is sketching and segment-by-segment construction. Typically the "nine components" visual chart is made up of value propositions, channels, customer relationship, revenue stream, key resources, key activities, key partnerships and cost structure.

The BMC report can act as the business plan on my product which is an electric coconut scraper machine. The aim is to look beyond spreadsheets, market research and projections of finances. It is interesting to note that although the BMC's main focus is to lay the foundation for the business model, it may also help to strengthen my business as it evolves. There are many advantages I can take on BMC for my new idea product which is that I have an overview of what my business model really is and which activities are not important to me as well. In addition, I can easily stack my concept in a simple organized way, using BMC. In other words, it can give me an overview of the business idea from every viewpoint. Thus, it will make it easier for my company to conduct the electric coconut scraper machine product development project.