



اَوْنِيُوْ سِيْتِي تِي كُوْلُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

NOBRELLA

**ENT600 TECHNOLOGY ENTREPRENEURSHIP
BUSINESS MODEL CANVAS REPORT**

**FACULTY & PROGRAMME: Faculty Computer and Mathematical Science
(Bachelor of Statistics)**

SEMESTER : 6

PROJECT TITLE : Business Model Canvas

STUDENT'S NAME : Intan Najihah binti Mohamad Napiah

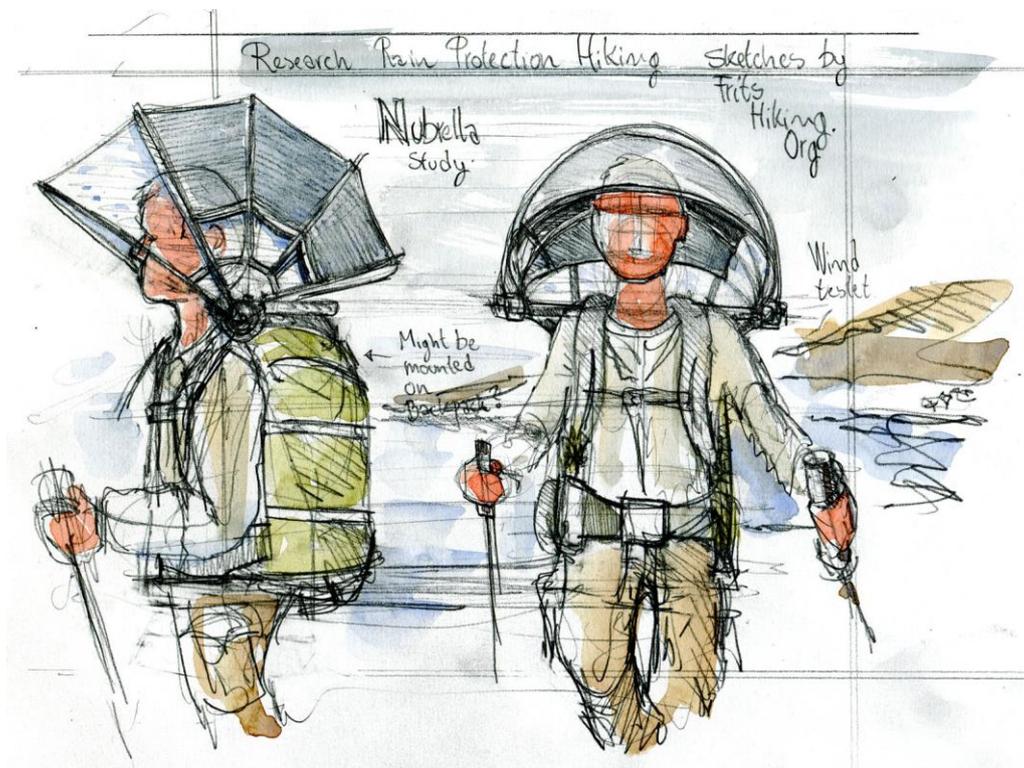
LECTURER'S NAME : Madam Yusrina Hayati Nik Muhammad Hazman

Table of Contents

1.0 INTRODUCTION	3
2.0 CUSTOMER SEGMENT	4
3.0 CUSTOMER RELATIONSHIP	5
4.0 DISTRIBUTION CHANNEL	6
5.0 VALUE PROPOSITION	7
6.0 KEY ACTIVITIES	8
7.0 KEY RESOURCES	9
8.0 KEY PARTNER	10
9.0 COST STRUCTURE	11
10.0 REVENUE STREAM	12
11.0 CONCLUSION	13
12.0 REFERENCE	14

1.0 INTRODUCTION

Nobrella product was introduced by Lolly Brully Enterprise. Nobrella is a handless umbrella, a new Lily's product that used a few combinations of famous technologies that can help pedestrians to use it in a comfortable and convenient way. We believe that they will be amazed and interested in our product. Handless Umbrella is a new kind of umbrella that is developed without hand stick. This product can help it users to use it with ease. Besides, the price of this product is more affordable that other existing product and can be used for a longer period since it is provided with high quality material in order to help customer to protect themselves when going outdoors. This product also works in convenient ways. This product is a hands-free umbrella where it helps users to use the umbrella without having to hold them. The product also has a shoulder strap that supports the users' posture. An overall product is make from high quality plastic that protects the users from UV rays. It has button as the side of the umbrella that able to open or close the aerodynamic shape of protector. The users do not have problem when using the product around crowded place since the product would not be a nuisance. Besides, the product easy to be keep at a closed space.



1.0 Front and Side view of the umbrella.

2.0 CUSTOMER SEGMENT

Lolly Brully Company puts multiple group targets which are people who always go outdoor, whether for work or a short walking at every different ages. It is segmented by distinct group based on demographic. The process of dividing a market through variables such as age, gender, education level, family size, occupation, income and more. This is one of the most widely used strategies amongst marketers.

It is also can include and be defined through behavioral where we break down the way customers go through their decision making and buying processes. Attitude towards the brand, the way the use it, and their knowledge base are all behavioral examples. A company will gain more profitable sales stream by relating a consumer segment with a value proposition. Hence, knowing the market off between various consumer segments and carefully choosing which segment needs to target is a crucial for a business.

Lolly Brully Company targets 1000 and above customers will purchase the item monthly for each retail outlet. This is because the environment and weather changing in Malaysia might help in making the product trending so customers being more attracted. Thus, the product will literally have the highest demands among them.

3.0 CUSTOMER RELATIONSHIP

Lolly Brully company is a company where a viral loop is formed through a positive customer experience with the Value Proposition. If the customers are happy with the product, they may be excited to share the news about the product and services our company has to offer with others. This viral effect will create quick and cost-effective awareness for our company. This viral loop can be viewed as a type of channel called word of mouth.

Besides, the company used crepe expectations where we interviewed 30 customers to get an idea of what the best method to get their attention and “acquire” them as a customer would be as well as get an idea of what kind of what programs and incentives would help keep our customers coming back. From our data, we concluded that loyalty cards and discounts would be the best way to keep our customers coming back and social media and word of mouth were the best channels to acquire our customers.

Then, Lolly Brully Company stick with a strategy which a personal assistance having a relationship with customers. Brewer said that a relationship is based on human interaction. The customer may connect during the selling process or after the transaction complete with a real customer representative to get help and gain an information. This can happen at the point of sale on site, via call centre, e-mail or through any means. Such as example, Lolly Brully Company hire a personal assistance in each retail branch to keep update an information to a customer who are going there to purchase without any hesitation.

Last but not least, a company provides an automated service. This type of customer service combines a more sophisticated type of self-service for users with automated processes. For example, Lolly Brully Company’s personal online profile gives customers access to customized services. Automated systems may identify individual customers and their requirements through any website platform, so a company can provide order or transaction related to an information.