



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# CANTING HEAT PEN

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): BUSINESS MODEL CANVAS (BMC)**

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## BUSINESS MODEL CANVAS TABLE

<p><b><u>KEY PARTNERS (KP)</u></b></p> <ul style="list-style-type: none"> <li>✓ Batik Tools' Supplier</li> <li>✓ Retailers</li> <li>✓ Tourism Agencies</li> </ul>	<p><b><u>KEY ACTIVITIES</u></b> <b><u>(KA)</u></b></p> <ul style="list-style-type: none"> <li>✓ Logistic Network</li> <li>✓ Selling and Marketing Platform</li> </ul>	<p><b><u>VALUE</u></b> <b><u>PROPOSITIONS (VP)</u></b></p> <ul style="list-style-type: none"> <li>✓ Highly experienced and creative canting craftsmen</li> <li>✓ Provide a wide range of collections of batik painting</li> <li>✓ Guaranteed quality on the market</li> <li>✓ Affordable price</li> </ul>	<p><b><u>CUSTOMER</u></b> <b><u>RELATIONSHIPS (CR)</u></b></p> <ul style="list-style-type: none"> <li>✓ Customer satisfaction</li> <li>✓ Reward loyalty</li> <li>✓ Stay in regular contact</li> </ul>	<p><b><u>CUSTOMER</u></b> <b><u>SEGMENTS (CS)</u></b></p> <ul style="list-style-type: none"> <li>✓ Professional worker</li> <li>✓ Batik lovers</li> </ul>
<p><b><u>COST STRUCTURE</u></b></p> <ul style="list-style-type: none"> <li>✓ Material cost</li> <li>✓ Manufacture cost</li> <li>✓ Marketing cost</li> </ul>	<p><b><u>KEY RESOURCES</u></b> <b><u>(KR)</u></b></p> <ul style="list-style-type: none"> <li>✓ Unique design</li> <li>✓ Batik Brand</li> </ul>		<p><b><u>CHANNELS</u></b></p> <ul style="list-style-type: none"> <li>✓ Direct walk in</li> <li>✓ Official website</li> <li>✓ Facebook, Instagram, and Twitter</li> <li>✓ Email, Call, and WhatsApp</li> </ul>	
		<p><b><u>REVENUES STREAMS</u></b></p> <ul style="list-style-type: none"> <li>✓ Selling the product</li> <li>✓ Batik painter services</li> <li>✓ Craft sales</li> </ul>		

## **1. KEY PARTNERS**

In business model canvas, key partners are defined as the relationship between the business with other business, government or any other organizations that help in the business running. These groups will help the business to achieve their goals and run smoothly by providing what the business' lack of since it is difficult to succeed in running the business by their own without the help of others.

Batik tools' supplier is one of the most important things in the supply chain of batik industry and its have strong effect on performance of SMEs. The business makes a supplier relationship with batik tools' suppliers. This relationship needs incorporation of characteristics such as quality, commitment, and trust among both sides. This supplier relationship will not only benefit the business but also the batik tools' supplier. This happens when the business succeeds, thus they will need a higher supply from the supplier that increase their sales at the same time. By choosing the best supplier for the batik tools production, the business can maintain the quality of the canting heat pen produced.

Next, the retailers who sell the product from the batik tools' supplier to the final consumer is another key partner to this business. They are the person who set up an establishment that is commercial to sell products to the end consumers in smaller quantities for the consumers' personal use.

Tourism agencies are the platform to attract and involve customers or tourists and providers. Inviting the customer to batik workshop, at the same time can benefit the tourism agencies to promote their tourism. Tourism agencies need to make a platform through the program, for example by providing customers to understand the making process of batik through "Program Experiencing Batik". The good interactive relationship among stakeholders in batik industrial can support this collaboration.

## **2. KEY ACTIVITIES**

Every business is running in order to gain profit. Key activities are all kind of activities that the business engaged to mainly to gain the profit. These kind of activities depend of what type the business is. In the context of business model canvas, key activities are very important for the business to explore in order to deliver their value proposition to the target customers.

After a product produces, the company should deal with logistic activities which are several different organizations carry out operations for the physical delivery of products. It also puts emphasis on the activities of handling products, which include storage, transportation, distribution, and packaging and processing. Although business logistics involves many activities, the operations management on logistics mainly relates to the fields of logistics facility, transportation, and inventory planning.

Next, key activities for canting heat pen is selling and marketing platform. After the production of the canting heat pen, it can now be marketing to their target customers. In the marketing activity, the company will put some effort in finding their customers since the product is new and no one has the experience in using it. Thus, the company must develop an effective marketing strategy to gain customers. The traditional marketing approach in business such as advertisement should be used by the company. In addition, the company can also use another alternative such as approaching their target market at a suitable place such as the east coast in Malaysia. After marketing is done, the product can now be sold to the customers. Customers who attract in the canting pen will find it in any way possible. If this situation occurs, it means that the marketing strategy is done well. Selling the canting heat pen activity will occur every time the customer purchase this product. This is the main activity of the business since it gives profit to the business.