



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS MODEL CANVAS(BMC) AFZ ENTERPRISE

Faculty : Faculty of Computer and
Mathematical Sciences (FSKM)

Program : Bachelor of Science (Hons.)
Mathematics

Program Code : CS249

Course : Technology Entrepreneurship

Course Code : ENT600

Semester : March - July 2020

Name : AFIQAH ANATI BINTI ABD AZIZ

Matric Number : 2017412484

Group : 6A

Submitted to : MADAM WAN MASNIEZA BINTI
WAN MUSTAFA

TABLE OF CONTENT

ACKNOWLEDGEMENT	i
1.0 INTRODUCTION	1
2.0 KEY PARTNERS	4
3.0 KEY ACTIVITIES	5
4.0 VALUE PROPOSITIONS	6
5.0 CUSTOMER RELATIONSHIP	8
6.0 CUSTOMER SEGMENT	10
7.0 KEY RESOURCES	11
8.0 DISTRIBUTION CHANNEL	12
9.0 COST STRUCTURE	13
10.0 REVENUE STREAM	14
11.0 CONCLUSION	15

ACKNOWLEDGEMENT

First of all, I would like to thanks to Allah S.W.T. for giving me the opportunity to gain knowledge in this course through the assignment given by the lecturer. I managed to finish up this project with enthusiasm. Also, all the spent time wisely by doing research and gain ideas.

Secondly, I would like to express my deepest appreciation to all who contributed to the completion of this report. I would like to express my special thanks of gratitude to my lecturer, Madam Wan Masnieza Wan Mustafa who have helped and guide me in doing a lot of research.

Next , I would like to thank our family members for their moral and financial supports during preparation of this report. Lastly, a special thanks to my friends who helped a lot in giving a lot of ideas and information as well as finalizing this case study.

1.0 INTRODUCTION

Business model canvas (BMC) is a strategic management tool to quickly and easily define and communicate a business idea or concept. It is a one page document which works through the fundamental elements of a business or product, structuring an idea in a coherent way. The right side of the BMC focuses on the customer(external), while , the left side of the canvas focuses on the business(internal). Both external and internal factors meet around the value proposition, which is the exchange of value between business and customers. In 2005, Alexander Osterwalder initially proposed the nine “building blocks” of the business model design template which came to be called the BMC, based on his earlier work on business model ontology. The nine building blocks are refer to key partners, key activities, key resources, value propositions, customer relationships, channels, customer segments, cost structure, and revenue streams which will be further discussed.

With the Business Model Canvas (BMC), the productivity of an existing organization can be easily enhanced. The visual dimension makes all business elements visible in one glance. By evaluating developments in each category, an organization is able to maximize its value proposition and structurally improve its strategy. In addition, clear decisions can be made before starting a business with Business Model Canvas.

The Business Model Canvas is used and applied to match specific business situations and requirements such as product or customer fit, supply chain,cash flow, and internal communications. It is characterized as static, since no changes are

identified in strategy or model development. One advantage to the Business Model Canvas is that it is not a linear description. This allows for the effects of alterations in one area to be clear, making it easier to play around with changes to current or potential models.

Business Model Canvas have many uses to entrepreneurs. Firstly, it allows the entrepreneur to get understanding of the business and to go through the process of making connections and between what the idea is and how to make it into a business. Secondly, it allows everyone to get a clear idea of what the business will likely be. Next, it looks at what kinds of customer decisions affect how business systems are used. The central part of the Business Model Canvas is the value proposition that is the most important part of it. It stands for the coherence between what they sell and what customers need.