



Business Model Canvas (BMC):

THATmug

FACULTY : FSKM
PROGRAM : BACHELOR OF SCIENCE (HONS.) MATHEMATICS
PROGRAMME CODE : CS249
COURSE : TECHNOLOGY ENTREPRENEURSHIP
COURSE CODE : ENT600
SEMESTER : 6
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Submitted to

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Submission Date

15 June 2020

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest appreciation to all those who provided me the possibility to complete this report. I would like to show a special gratitude to my lecturer, Puan Wan Masniezabinti Wan Mustapha for her contribution in stimulating suggestion and encouragement, helping me to coordinate this case study especially in writing this report. Last but not least, I would like to thank my parents for their endless love, prayers and continuous support to complete this project.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	2
TABLE OF CONTENTS	3
INTRODUCTION	4
THE 9 BLOCKS OF BMC	5
1. Customer segments	7
2. Value propositions.....	8
3. Channels.....	11
4. Customer relationships.....	13
5. Revenue streams	16
6. Key Resources	17
7. Key activities	19
8. Key partners.....	21
9. Cost structure.....	22
CONCLUSION	23

INTRODUCTION

From the innovation idea of the self-stirring and non-tippable mug that goes by the name THATmug, a fine-tuned plan must be in place that directs it towards a viable future business model. A Business Model Canvas (BMC) will serve to validate its business significance. Projects of technology are often solutions or processes which solve a technical problem. The problem solution, however, is designed not only for the technological barriers but also for the barriers to the market and to industry. The company must first understand its definition, how it works, and its importance to the business in order to set up a good innovative mug business canvas. This business canvas is simply a strategic startup management template for developing a new business model. It breaks down my business model into easily understandable segments: Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Channels, Customer Segment, Cost Structure, and Revenue Streams. I can recognize and act on areas that can be improved by digging into those elements of the product. It also reveals clear paths for building on my innovation strategy in the organization.

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners Suppliers Courier service - Poslaju Marketing supports - Pasar Seloka, Youtube, Google My Business (GMB), Facebook Ads etc	Key Activities Branding strategies Marketing Sales Production	Value Propositions Students - cost-effective - convenience - time saving - security Working adults - convenience - time saving - security Housewives - convenience - security	Customer Segments Students Working adults Housewives
Key Resources Physical - raw materials, transportation, building etc Human - employees Intellectual - utility innovation, trademark, industrial design Financial - physical cash, credit, loans etc	Customer Relationships GET - advertisements, pop-up markets KEEP - co-creation, sales promotions GROW - product line expansion	Channels Physical store Online store - Official website, social media accounts, e-commerce Advertisement - social media ads, video ads, influencer marketing, sales & promotions	Revenue Streams THA Tmug sales
Cost Structure Production - wages and salaries, factory rental, machineries, raw materials etc Marketing - salaries, advertising costs, vehicle and maintenance			