



اَوْنَبُوْ سِيْتِيْ تِيْكَوْلُوْ كِيْ مَارَا

# UNIVERSITI TEKNOLOGI MARA

**BUSINESS MODEL CANVAS (BMC)**

**FACULTY: FACULTY OF SCIENCE COMPUTER &  
MATHEMATICS**

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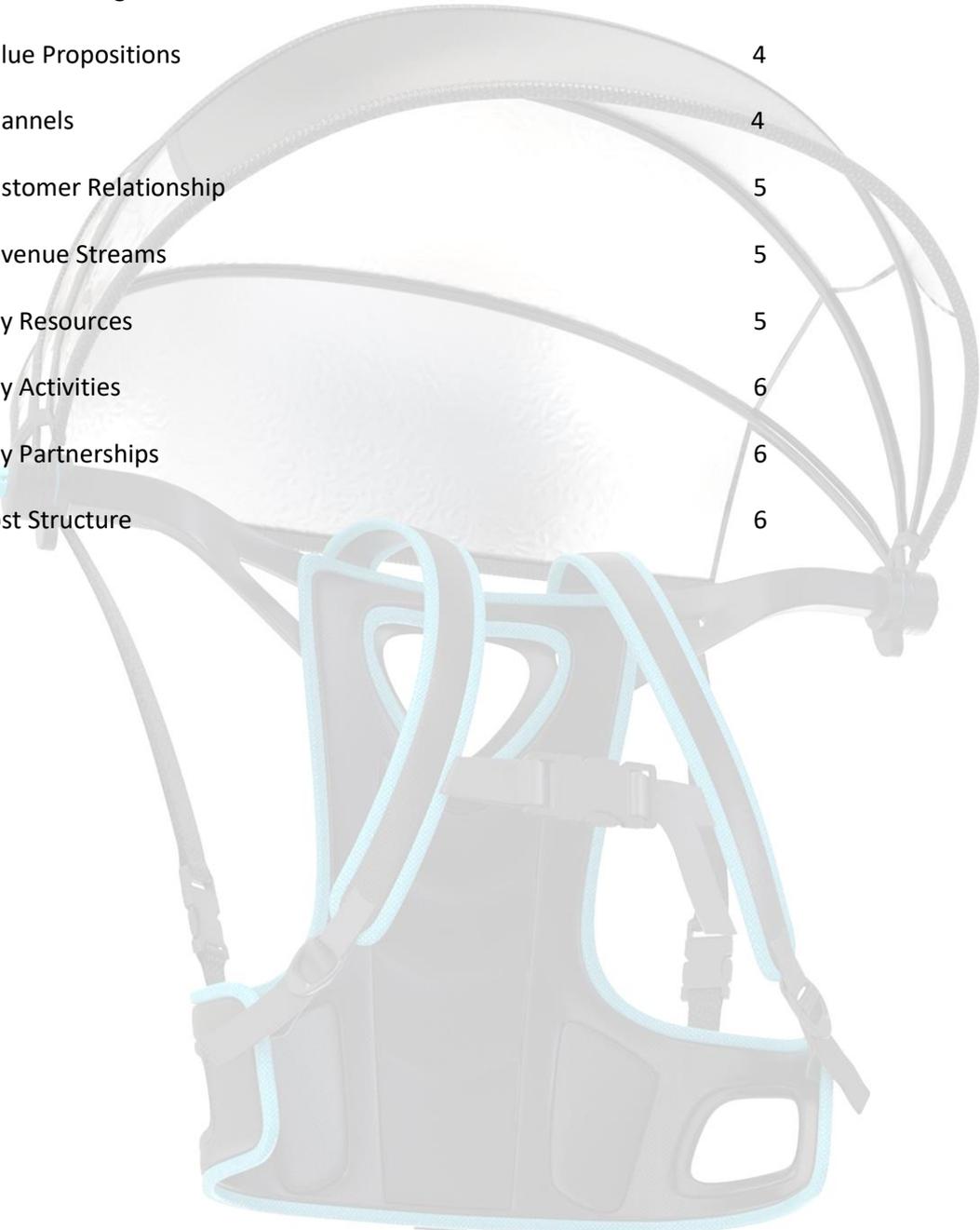
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## 1.0 Customer Segment

Customer segment refers to who do you help and which customers and users are you serving. It also refers to whom Merella solving the problem and fulfilling a need. Merella is a hand-free umbrella where make the user's both hand free such as hikers and travellers. Their hand need to be free because they using all their energy to get to the destination.

Next, our product customer are people who always busy with their phone and for those who needs to carry many things including the umbrella. This is because, Merella can protect both the users and their belongings in the waterproof backpack to make it safer. Students also can use Metrlla since it is affordable to everyone.

## 2.0 Value Propositions

Value propositions is regarding to what is Merella offering to the users and the type of features that match the customer's needs. This also refers to which type of customer needs are Merella satisfying. Merella is affordable to buy and it can protect people and their belongings. People do not have to hold to the umbrella since it can wear like a backpack.

At the same time, the belongings of the users will be safe inside the backpack because the backpack is using waterproof material to secure from the splash of rain. The users also can playing with their phone all the time without worrying their umbrella blows with the strong wind.

## 3.0 Channels

The way our business reach the users can describe channels. Merella use online website to communicate with the users to receive the product. We also use social media since social media has been routine to all of the community. Shopee and Lazada also become our priorities in order to reach the customers. There also physical channels which are direct sales to make the community feel more comfortable with the sellers. This is because direct channel can make people more understand to each of the function of Merella.

#### 4.0 Customer Relationship

The way of our business interact with the users are the customer relationship. The feedback from the users are through the online website. The kind of the relationship that our business to have with the users are personalized. This is because through website, we will get the good or bad feedback from the users about Merella. We will take the good feedback as the compliment for our business while bad feedback as our research and development to Merella and we will consider to develop Merella or not.

#### 5.0 Revenue Streams

Each Merella are sold for RM75 which are affordable for each level of the community whether it is students, senior citizen or else. The customers that want to buy Merella will transfer into our bank account and the postage or 'charge on delivery' will be proceed as soon as possible. An survey has been done to 40 respondents and they willing to pay less than RM50 but Rm50 will not cover our cost of the Merella. So, we decided to mark-up 25% of the cost of Merella. The revenue streams are the selling of Merella itself. This is because our business does not have other revenue than the selling of Merella.

#### 6.0 Key Resources

The resources that support our Merella is sewing machine to make the umbrella using exclusive nylon to prevent it from torn. The technology that we use are the machinery that make the umbrella which is automatic roofing nail that is very important to make an umbrella. The waterproof fabric is also vital for a hand-free umbrella called Merella. That is because the waterproof fabric is used to make the backpack to prevent the rain from come indie the backpack also can make the user's belongings safely.