

BUSINESS MODEL CANVAS REPORT "HYPER GRABBER"

COURSE: TECHNOLOGY OF ENTREPRENEURSHIP

COURSE CODE: ENT600

SEMESTER: MARCH 2020-JULY 2020

PREPARED BY:

MOHAMED ZUHEEL BIN ZAID (2017412578)

PREPARED FOR:

MADAM WAN MAZNIEZA WAN MUSTAPHA

ACKNOWLEDGEMENT

I would like to express our deepest appreciation to all those who contributed to the completion of this report. Many thanks also to people who have shown inspiration towards the completion of this project.

A special gratitude also goes to my lecturer, Madam Wan Masnieza binti Wan Mustapha who contributed in stimulating suggestions and encouragement, helping us to coordinate this case study well especially in writing this report.

Lastly, a special thanks to my family for their moral and financial support during preparation of this report. These commitments enable me to succeed in completing this report on time. Thank you.

TABLE OF CONTENTS

1.0	INT	TRODUCTION	4
2.0	BUSINESS MODEL CANVAS CONTENTS		
	2.1	Key partners	6
	2.2	Key activities	6
	2.3	Value proposition	7
	2.4	Key resources	8
	2.5	Customer relationship	8
	2.6	Customer segments	9
	2.7	Channel	10
	2.8	Cost structure	10
	2.9	Revenue stream	11
3.0	CONCLUSION		12

1.0 INTRODUCTION

Business model canvas(BMC) is a strategic management and entrepreneurial tool that allows you to describe, design, challenge, invent, and capture values. BMC can be used to visualize such customer expectation and market problem. Besides that, it is also give the entrepreneur important knowledge and skills such as experience of using tools, communication skills, critical analysis and teamwork among teammates. By using this method, it will increase the market strategy and uses of technology. This will make the entrepreneur to become more effective in market.

By using BMC, we can observe and discuss on viability and cost effectiveness into picture with their impact. With BMC entrepreneur will always have an overview of what the business model really is. BMC also a clear structured form that is easy to understand and the other people will quickly understand the business model. This method also is a base structure for the business with knowing what to do for the next step for new entrepreneur.

BMC consist of nine blocks and the blocks are customer segment, value proposition, channels, customer relationship, revenue streams, key resources, key activities, key partnerships and cost structures. For hyper grabber, BMC method is important to be used to overcome the technical, market and business related barriers, customer reach and collaborations. Besides that, this method can make hyper grabber business model easy to be analyse and update existing business model.

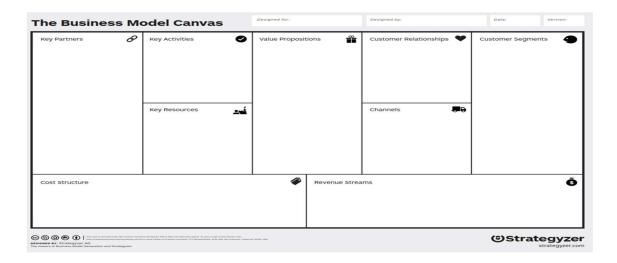


Figure 1.1: unfilled business model canvas