



اَوْنِبُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## BUSINESS MODEL CANVAS

### HOVERBOARD “S”

---

**Faculty** : Science Computer and Mathematics  
**Program** : Bachelor of Science (Hons.) Mathematics  
**Program Code** : CS249  
**Course** : Technology Entrepreneurship  
**Course Code** : ENT600  
**Semester** : 6  
**Group Name** : CS2496A  
**Name** : MUHAMMAD ROZAIMIE BINTI ROSLI  
**Student ID** : 2017412518

**Submitted to:**

**MADAM WAN MASNIEZA BINTI WAN MUSTAPHA**

**Submission Date:**

**27 JUNE 2020**

## **ACKNOWLEDGEMENTS**

IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

Firstly, I am very grateful to Allah S.W.T for giving me the opportunity and strength to complete this assignment successfully.

I would like to express my gratitude to my lecturer Madam Wan Masnieza binti Wan Mustapha for providing me the expertise, guidance and encouragement which contributed for my business model canvas assignment. Then, my thankful to my parents for their infinite support for me to complete this assignment. Finally, I want to thank my friends who influenced me directly or indirectly. I feel that the words are not enough to express my feelings and how deeply grateful I am.

## TABLE OF CONTENT

	Page Number
<b>1.0 INTRODUCTION</b>	<b>3</b>
<b>2.0 CUSTOMER SEGMENTS</b>	<b>5</b>
<b>3.0 VALUE PROPOSITIONS</b>	<b>5</b>
<b>4.0 CHANNELS</b>	<b>6</b>
<b>5.0 CUSTOMER RELATIONSHIP</b>	<b>6</b>
<b>6.0 REVENUE STREAM</b>	<b>7</b>
<b>7.0 KEY RESOURCES</b>	<b>8</b>
<b>8.0 KEY ACTIVITIES</b>	<b>8</b>
<b>9.0 KEY PARTNERS</b>	<b>9</b>
<b>10.0 COST STRUCTURES</b>	<b>9</b>
<b>11.0 CONCLUSION</b>	<b>11</b>

## INTRODUCTION

Business Model Canvas is a strategic management and entrepreneurial tool that allows you to describe, challenge, invent and capture values. The objectives of the Business Model Canvas are to introduce participants an entrepreneurial tool for the construction of a basic business plan. Other than that, to provide transferable knowledge and skills such as hands on experience using the tool, oral communication critical analysis and team-work. For this business model canvas, I have discussed the 9 compartments to be applied in my business for my new development product which are customer segments, value propositions, channels, customer relationship, revenue stream, key resources, key activities, key partners and cost structures.

Customer segments is discussing about to identify the customers and users that we are serving. Besides, we are solving the problem and fulfilling the demand of the customers. In value propositions, we are discussing about the new features and functions that we offer to the customers. To make sure the features are match the customer's needs, survey had been conducted to the potential customers. For the channels, the platforms that we use to communicate with us to receive the goods.

Customer relationship is about the kind of relationship that we prefer to have with our customers whether personalised or not. In revenue stream, we are discussing about the amount that customers willing to pay for my product. Other than that, the ways to generate more revenue or profit in the future also discuss at that compartment. For the key resources, the resources that support my business model such as factory and machineries.

Key activities is the types of activities that we do to produce the new development product to pursue our business model. In key partners, this section discusses about the partners and suppliers that influence in my business model. The partners are important because they can turn the business to something more powerful. For the cost structures, the cost that company

need to obey in order to produce and promote the product. The goal of the company is to minimise the cost and maximise the production.