



اَبُو سَيِّدِي تَيْكُو لُو كِي مَانَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan
Kampus Machang

BUSINESS MODEL CANVAS (BMC)

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INTRODUCTION

Business Model Canvas(BMC) is defined as a one-page overview outlining the high-level strategic information required to effectively market a company or product(Juncos.S, 2020). Every business need to build a product based on Business Model Canvas for identify the strengthens and weakness of the product in order to know its market potential. For this situation, TF Luggage is build based on nine elements of business model canvas. By doing this, its helps to get the idea of what is market scenario, product and cost optimization can be done. BMC consists of nine building blocks which are Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Customer Segments, Channels, Cost Structure, Revenue Streams as follows(Kumar,2018):

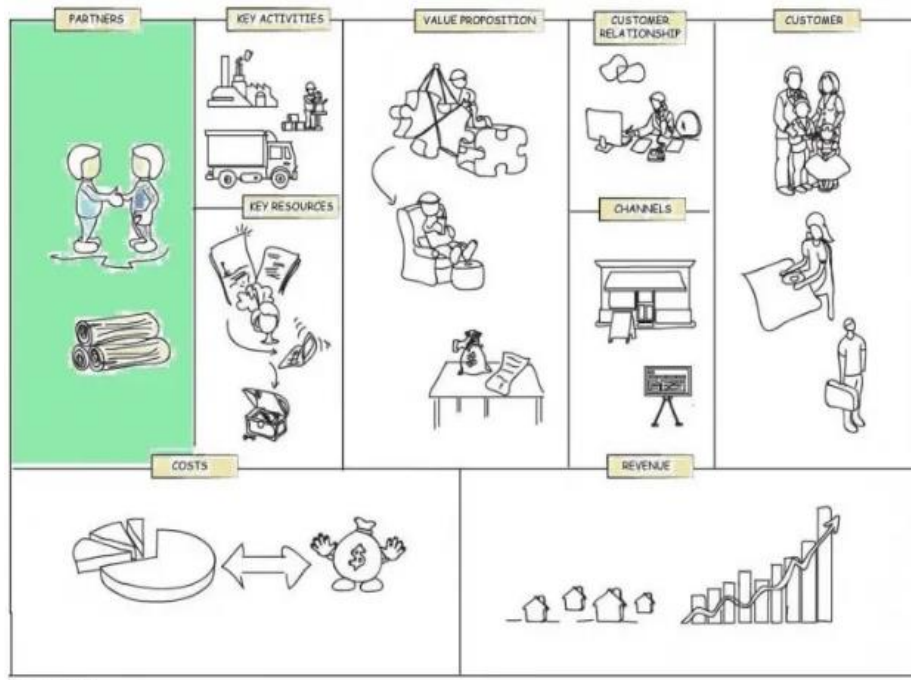


Table 1.1: 9 Element of Business Model Canvas

BUSINESS MODEL CANVAS: TF LUGGAGE

<p style="text-align: center;"><u>KEY PARTNERS</u></p> <ul style="list-style-type: none"> • Employees • Manufacturers • Computer Programmers • Mechanical Designers • Suppliers • Investors • Distributors 	<p style="text-align: center;"><u>KEY ACTIVITIES</u></p> <ul style="list-style-type: none"> • Manufacturing • Capital Investment • Research and Development. • Advertising Marketing 	<p style="text-align: center;"><u>KEY RESOURCES</u></p> <ul style="list-style-type: none"> • Leadership • Talent • Physical Assets • Intellectual Property
<p style="text-align: center;"><u>VALUE PROPOSITIONS</u></p> <ul style="list-style-type: none"> • Innovations • Brand or Identity • Reliability & Efficiency • Productivity & Compatibility • Price • Functionality 	<p style="text-align: center;"><u>CUSTOMER RELATIONSHIPS</u></p> <ul style="list-style-type: none"> • Sales Assistances (Selling Service) • Promotion 	<p style="text-align: center;"><u>CUSTOMER SEGMENTS</u></p> <ul style="list-style-type: none"> • Traveler • Business person (business man) • Hiking Person
<p style="text-align: center;"><u>CHANNELS</u></p> <ul style="list-style-type: none"> • Distributors • Stores • Advertising • Online Website • Social Media(Shopee, LAZADA & etc) • Ecommerce 	<p style="text-align: center;"><u>COST STRUCTURE</u></p> <ul style="list-style-type: none"> • Manufacturing cost • Research & Development • Distribution cost • Marketing and Advertising cost • Technology Startup 	<p style="text-align: center;"><u>REVENUE STREAMS</u></p> <ul style="list-style-type: none"> • Asset Sales • Services fees • Memberships • Brokerage fee