



اَوْنِيُوْزَسِيْتِيْ بَاتِيْكَوْلُوْكِيْ مَارَا  
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**BUSINESS MODEL CANVAS  
(FABRIC FINGERS PROTECTION)**

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## 2.1 KEY PARTNERS

Key partnerships are the network of suppliers and partners that make the business model work. Companies forge partnerships to optimize their business models, reduce risk, and acquire resources. Four types of partnership are commonly distinguished and are stated below.

1. Strategic alliances between non-competitors
2. Competition: strategic partnerships between competitors
3. Joint ventures to develop new businesses
4. Buyer-supplier relationships to assure reliable suppliers

To produce this product, the key partnerships are the material supplier. To produce Fabric Finger Protection, there is a need for the material such as Lycra fabric and Kevlar fabric in high amounts. So that, if there are partnerships like material suppliers, possibly to get the material at a lower cost.

Therefore, the manufacturing of Fabric Fingers Protection is also an important one as the partnerships in a company. The manufacturer will use the raw material that is obtained from material suppliers to produce the product in a factory. This is because there is no machine or tools that can be used to produce the product ourselves. So that, the manufacturer should be a good partnership in this company. To find the best partnerships for the company, there is a need to be careful not to choose the bad partnerships that will make the company lose and bankrupt.

## 2.2 KEY ACTIVITIES

The idea to make our product more valuable than other companies' products is that the product needs to be designed in an attractive way. The product design should make the customer interested to buy and the product should be produced neatly for the customer's comfort. Besides, the design needs to follow the customer demand to increase the production of the company and avoid the loss in the company.

The production lines are also the important operations activities to produce this product. The manufacturer needs to produce the product in a large amount. So that, without these operations, the product will never be produced and sold.

Next, the marketing activities is the most important activities to increase the request of the customers. The marketing activities such as developing the brands, promote the products and closing sales. The marketing teams need to use their skills to let the customers more interesting to buy the product. Maybe they can make the promotion about the product or introduce the product in unique ways to enhance the number of customers to buy the product.

### **2.3 KEY RESOURCES**

There are the practical resources are needed to achieve the key activities of this business to create the value proposition. There are several types of key resources which is employees. In a company, there must have the employees to help grow the company and increase the company sales to get more profit. For the small company, there is no need to hire more employee due to the cost to pay for employees are high than the profit that will get.

Next, the resources that are need is factory. To produce the product, there is needs to have a factory for production of the products. The factory should have the machine that can design or the features of the Fabric Fingers Protection. By using factory, it also can produce more than without using machine. It will take some time.

### **2.4 VALUE PROPOSITIONS**

Product that can make tailor of bead embroidery to embroider the beads having a protection at their fingers and at the same time, it was comfortable and soft to wear it. It would not make your fingers sweat. The material was used to produce this product is Lycra which it is the soft fabrics and very comfortable to wear it. While Kevlar fabrics have high tensile strength-to-weight ratio. It can protect the finger from needle or other tools that must be caution when use.

### **2.5 CUSTOMER RELATIONSHIP**

We need to build the customer relationship to ensure our customer still interest with the product and the number of customers will increase. For this company, the business was interacted with the customers by person which is one-to-one and online website. For