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MARA



BUSINESS MODEL CANVAS

PRINCIPLE OF ENTREPRENEURSHIP (ENT530) : BUSINESS MODEL CANVAS

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BUSINESS**

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EXECUTIVE SUMMARY

Our company is called W'Right It Sdn. Bhd and focus on service delivery for proofreading. The reason for us to involve in the proofreading industry is because we see the potential for our business to grow as this it is rarely done by other businessmen. When we thought about how little our competitors will be, we know that our worries are decrease by one as we now only need to focus in excellent service delivery and marketing. We are aware of the public perceptions and views about this industry, so along the way we aim to educate people more on the services we have. In addition, proofreading is a skill that we have and in order to polish it even better, we will attend courses as to gradually enhance our credibility in doing this. As our interest in proofreading and experience combine together, we are certain on the choice we took for this company venture.

Our physical shop is located at Summer Mall, Kota Samarahan and we cater our services to our customers especially the university students that needed help in proofreading. The choices for our selected location is because we see a great number for potential customer which is mainly comes from the university students. As being said, our main target customers are students and we are also open for lecturers and staffs of the university as well. We realise that a proofreading service is very much needed especially for students that need help with their tasks and assignments. Plus, after much findings, we found no other company nearby that offer same service like us which is the proofreading.

The location is also considered strategic because we are not far from suppliers and it is in a develop town area. Our business luckily will not be affected much by the government policies (service and tax) as there are not much of a raw materials or assets that incur big values. Thus, our expenses will not be much and we can offer cheap services price for customers. In marketing aspect, we will fully utilize the ease of social media and online network. Our customer can send their documents to be proofread via Gmail and Telegram while payment can be made through online banking. This will also become our strategy for marketing and promoting as we will mainly done it through our company official account in Facebook and Instagram. Customers can visit our office at Summer Mall, Kota Samarahan if they want to get their printed documents and directly make cash payment. Besides, we also provide service delivery where we will send the complete printed document to our customer. In conclusion, our company aim for efficient, easy and trustworthy service delivery.

1. INTRODUCTION

1.1 COMPANY BACKGROUND



W'Right It Sdn. Bhd is a sole proprietorship business. We choose to build this kind of company as it is suitable for building a small business but yet profitable. The founder of this company is Melbiana Lucy Anak Melton and it was established on Mac 2020. W'Right It Sdn. Bhd. is located at Summer Mall, Kota Samarahan, Sarawak. The location can be considered as strategic since there is a lot of students and university staff here. Kota Samarahan is also a place where there is a lot of educational institution and universities such as UITM Campus Samarahan 1, UITM Campus Samarahan 2 and also UNIMAS. We do believe that if we open our business in this area, we will be able to get many customers as students do need proofreading services for their assignment or any important documents.

We have registered our company on 5th November 2019 and our business has started to move on 1st Mac 2020 and this date are same as our company date of commencement.

Our company involved in proofreading industry and it is a service based business. We use the name "W'Right It" as our company's name is because it is unique as compared to the other business's name. The idea of this name came out from the sentence "Write It Right". This name is catchy and easy to be remembered by the customers as there are no company that use this kind of name in this area. Well known with the slogan "Do it correctly. Do it right", we aimed to prove to the customers that our business is the best in term of our quality and effectiveness when we run our business.