

BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : BUSINESS MODEL CANVAS

**FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT
(HUMAN RESOURCES MANAGEMENT)**

SEMESTER : 4

PROJECT TITLE : BUSINESS MODEL CANVAS REPORT

NAME : NAELAH BINTI ABDULLAH ZAWAWI

LECTURER : MOHD FAZLY BIN MOHD RAZALI

EXECUTIVE SUMMARY

GarNaz Sdn Bhd provide the customers product and services such as gardening tools that will surely meet the level of customer's satisfaction.

Mostly the customer are trying so hard to find the solution to their problem. So, our customer target which is gardener as well as elderly are trying to figure out some gardening tools to settle down their messy garden problem. GarNaz Sdn Bhd offer high quality of portable plant support for the customer.

GarNaz Sdn Bhd has get into marketing strategy to expand the business by looking forward a very good care of the quality of portable plant support. Futhermore, this product is affordable and can be purchased by everyone with high or low income rates. There are so much to explore about the gardening tools, especially portable plant support.

The management of GarNaz Sdn Bhd is Naelah Binti Abdullah Zawawi as a Gneeral Manager. She also handling the financial part of the business. The Human Resources Manager and Marketing Manager is Abdullah Zawawi Mohammed and Sunee Useng respectively. The staff is both Zomri Abdullah Zawawi and Farish Adlan Abdullah.

The business plan of product as well as services is going to reach a peak if the plan are aggressively build through many good platform. The unique and attractive portable plant support will surely help them to solve the problem they faced.

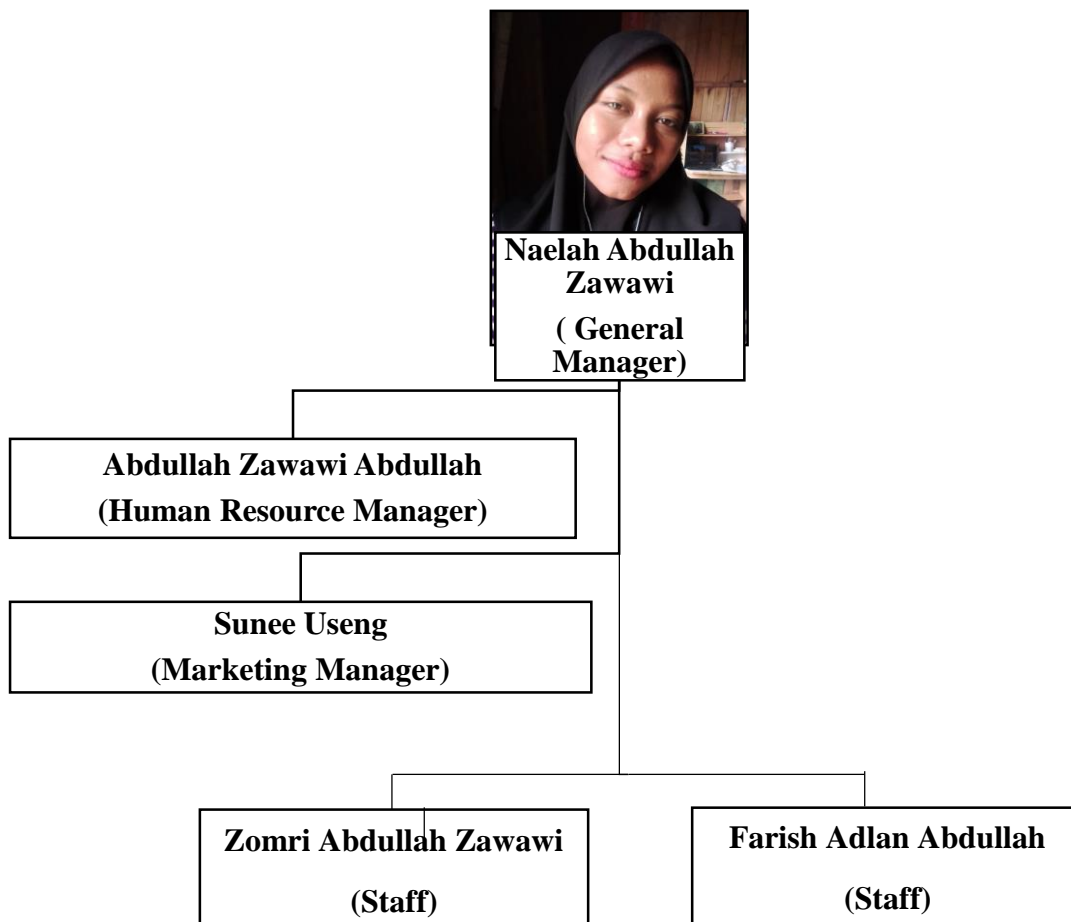
Table of Contents

Executive Summary	i
Table of Content	ii
List of Figures	iii
List of Tables	iii
1.0 Introduction	1 - 4
1.1 Company Background	1
1.2 Problem Statement	2
1.3 SWOT Analysis	3
1.3.1 Gardener Company Supply	3
1.3.2 A.M. Leonard Gardener’s Edge	3
1.4 Opportunity Recognition	4
1.5 Purpose of BMC Preparation	4
1.6 Purpose of BMC Preparation	5
1.6.1 Steel Stand	5
1.6.2 Installment of Panel without Pattern	5
1.6.3 Installment of Nylon Rope	5
1.6.4 Steel Type of Plant Support.....	5
2.0 Business Proposal	6 - 12
2.1 Business Model Canvas (BMC)	6
2.2 Business Model Canvas (BMC)	6 - 12
2.2.1 Customer Segments	7
2.2.2 Value Propositions	8
2.2.3 Channels	8
2.2.4 Customer Relationships	9
2.2.5 Revenue Stream.....	10
2.2.6 Key Activities	10
2.2.7 Key Resources	11
2.2.8 Key Partnerships.....	12
2.2.9 Cost Structure	12
3.0 Conclusion	13
Appendices	14

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND

The GarNaz Sdn Bhd is a company that established on 2020. The general manager is Naelah Binti Abdullah Zawawi. Naelah had an experience in planting industry about 4 years as a human resources manager at a very famous planting company. She had realized some kind of problem faced by gardener where the garden's decoration could not meet their satisfaction. Furthermore, the tools used by gardener are not suitable for them to keep the garden in a very good condition. So, Naelah has created the company and invented the new product of garden tools. Naelah believe that her organization will become essentially needed for every gardener locally as well as internationally achieving the goals.



3.0 CONCLUSION

The business plan are currently finish. The knowledge and experience gained from the business is very great thing to feel and give benefits for me. Hopefully the business will run smoothly in the future. Instead of getting a good profit, we want to be an organization which can help customers to solve their problem. We realise there are so many competitive rival who are struggling to be the great organization in the country, so do my company, neck and neck. We will make sure that GarNaz Sdn Bhd will be in the eye of the country as well as worldwide.

We have a very good feeling which our business will strive and successful so that we can help the customer's desire and needs then meet their level of satisfaction. Therefore, we are looking for various initiative in order to overcome the financial matter achieving the business goals in a very appropriate way and hopefully this business plan able to receive such support. This small business is still new however it will not be a barrier for the business to achieve for more in the future