

اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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CALM GLOVE

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ASSIGNMENT 3 : BUSINESS MODEL CANVAS
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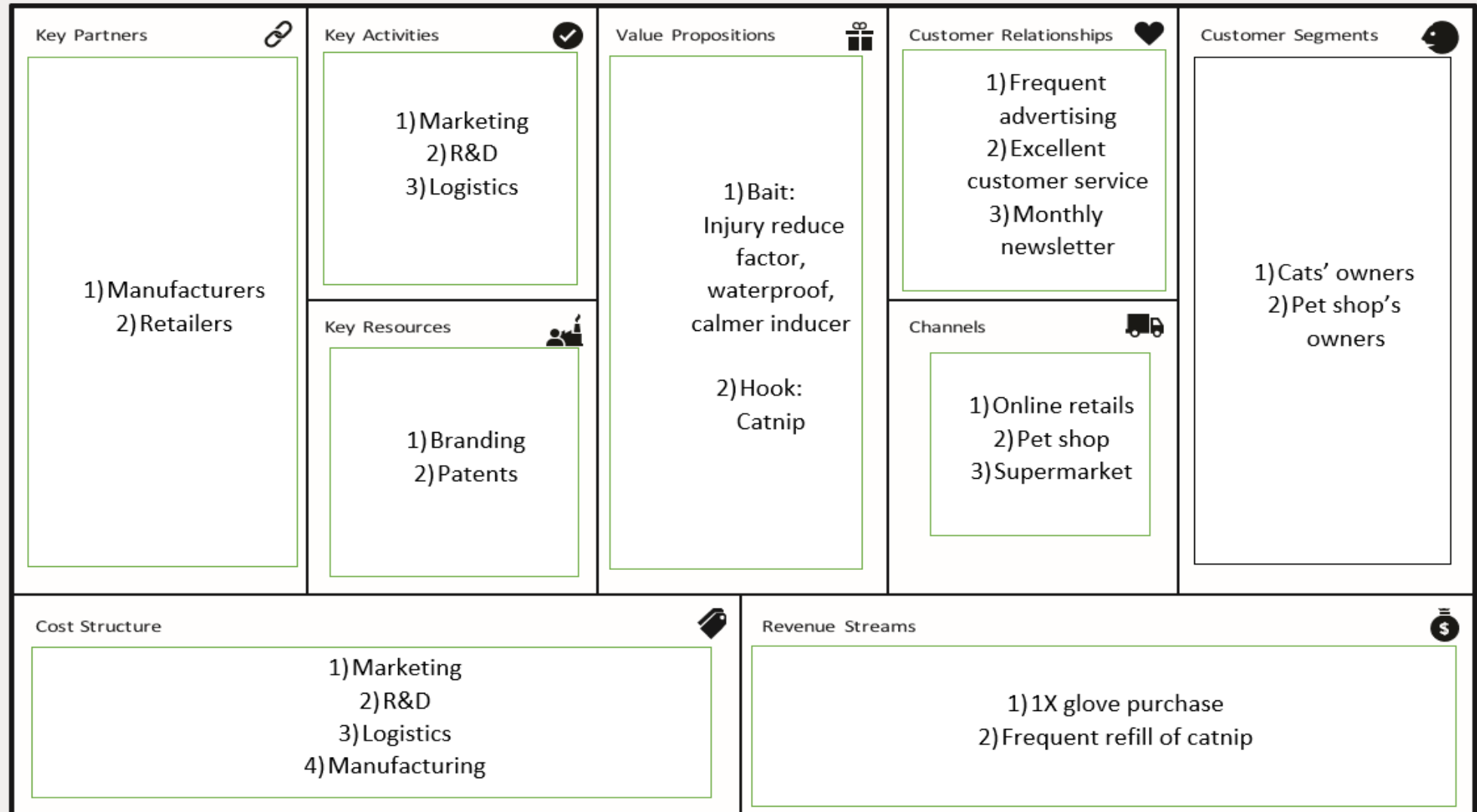
The Business Model Canvas

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Date:

Version:



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1. CUSTOMER SEGMENT

The product is focused to be commercialized to cats' owners. Since this product is a kind of grooming tools for pets, hence, it should be bought by the pets' owners. Besides, the pet shop owners are also one of the customers. Since pet shop also provide grooming service, the product will help to ease their staff work to handle the cat during grooming session.

2. VALUE PROPOSITION

The product was created to help the cat owner during the bath session of their pet. Cats do hate water and this situation does cause problem toward the cat owner when they try to bath their cats. The existence of catnip in this product will help the cat owner. Catnip is well-known as calmer inducer. When the cat smells the catnip, they will become calm and easy to be handle. Hence, it will be easier for the owner and reduce the risk of being attack by their cat. The waterproof material will also help the owner make sure they won't be drenched during the bathing session.

3. CHANNELS

The products can be channel through online platform such as through Shoppee and Lazada. The customers just need to order and make online payment. Besides, pet shop and supermarket also a good platform to channel the product. Channelling through pet shop would be easier since the customer might be interested to but the product while buying other pet related products. The pet shop staff also can do the promotion since they also use the same product. Demonstration of how to use the product might catch the customer attention.

4. CUSTOMER RELATIONSHIP

Customer relationship is regarding how we get, keep and grow the customer. How to catch the customer attention? First of all, frequent advertising. In this era of globalisation, online advertising might help to attract the customer attention. It will help to make the customer find out regarding the product and catch their interest to make the initial purchase.

After we have secured the customer interest toward the product, now we make action on how to keep the customer. It can be done through excellent customer service. When the customers have good impression toward the service given, this might help to make sure the customer will keep on making purchase with us. The good impressions are sure helping in making sure the customers are willingly to stay with us making support and purchase our products more in the future. The business will keep on growing if the customers keep on supporting us. Furthermore, we could send monthly newsletter to the customer to make sure the customers are well up to date with our new product or new service

5. REVENUE STREAM

The revenue stream is regarding on how we capture the most value from the customer. Since the product are regarding glove and refillable catnip, the revenue will come from first purchase of the glove. The purchase will be keep going through the refillable catnip. The customers need to refill the catnip when it is finished and the revenue will keep on going with the purchase of the refill catnip.

6. KEY RESOURCES

This building block describes on most important strategic assets that are required to make sure the business model work. Branding and giving patents are important of product developing to make sure the product won't be copied by others. The copyright factor must be included to avoid any problem in the future. Besides, the financial resources also important in making sure the activities keep on going with enough resources needed.

7. KEY ACTIVITIES

The key activities are directly related to the value proposition. If the key activities are not related to the value proposition, then something is wrong with the products and the important thing can't be delivered to the customers.

Research and development are done to find out the problem faced by the owner. The product is created to solve the problem solve. The logistic need to provide the best solution to the problem. Besides, marketing take part in making sure the product is well delivered and also making sure the right amount of quantity needed. In addition, online platform might help in updating regarding the product.

8. KEY PARTNERS

This part is regarding the important task and activities that will do by the suppliers and partners. There are three important factors in creating the relationship which are economies of scale, reduction of risk and quantity and acquisition of resources or activities. It is important in choosing key partner since they will do the crucial task where we can't do it by ourselves. This part are really important in making sure the business model work properly and efficiently.

9. COST STRUCTURE

This building block is regarding the cost needed to map the key activities. It is closely related to the key activities where the cost of every single activities must be counted properly. For example, cost of marketing, research and development, logistic and lastly regarding manufacturing. All aspect must be calculated properly to avoid any problem to be occur in the future.