



اَوْنِبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

CREATURENATION ENTERPRISE

(EASY-PEASY APPLICATOR FOR SHAVING CREAM CAN)

TECHNOLOGY ENTREPRENEURSHIP (ENT600): BUSINESS MODEL CANVAS

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
PROGRAMME : BACHELOR OF SCIENCE (HONS.) STATISTICS
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DATE OF SUBMISSION:

9TH JULY 2020

Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> Hardware store which provide PVC connector to be used for the our product Company that supply shaving cream in a can Brush retailer Brush cap retailer 	<ul style="list-style-type: none"> Use for selling ✓ To convince the staff of the salons or spas to buy this product Marketing ✓ By providing the advantages of our products to the customers 	<ul style="list-style-type: none"> ➤ For staff of salons or spas Does not need to use hands in order to apply the shaving cream to her customers Can avoid directly contact since it can use the brush to spread on the customers' skin Synthetic brush which have anti-bacterial properties that do not allow bacteria to grow on the surface of the bristles. The connector easy to attach out to wash after being used to maintain hygiene and attach back to the shaving cream can to be used in order to apply the shaving cream. 	<ul style="list-style-type: none"> Personal Maintain good customer service Gives discount and more benefits to those following our online platform 	<ul style="list-style-type: none"> Staff of the salons or spas Any consumers who use shaving cream before remove the hair on their body
	Key Resources		Channels	
	<ul style="list-style-type: none"> Apply for patent Workers since it does not need a technology or machine to assemble into a product Brand name 		<ul style="list-style-type: none"> Stop by to our company www.creaturenation.com.my 	
Cost Structure		Revenue Streams		
<ul style="list-style-type: none"> The shaving cream The synthetic brush Polyvinyl (PVC) connector Brush cap 		<ul style="list-style-type: none"> The product able to save their time Able to maintain hygiene Reasonable price with extra features 		

Key Partners

One of the element in key partners is hardware store since it will provide tools which is the main thing in order to attach the shaving cream can with the brush to make our Easy-Peasy Applicator for the Shaving Cream Can. Next, the another important business partner is company that supply the shaving cream in the can, synthetic brush and brush cap.

Key Activities

The main key activities are marketing and selling. Marketing is to promote our product as well as the advantages provided to the target people such as Easy-Peasy Applicator for Shaving Cream Can able to reduce the time taken to apply the shaving cream on the skin and help to maintain the hygiene for those who get the removal hair service at salons or spas. The selling activities will be conducted to

Key Resources

Our company need to apply for patent so that it will secure our idea of product and there is no other business will try to copy our design. Besides, the most important key resources are the workers who will manually connect the applicator to the shaving cream can.

Value Propositions

Easy-Peasy Applicator for Shaving Cream Can helps the staff at salons to maintain the hygiene by not touching their customers' skin directly using their hands in order to apply the shaving. In addition, this product come with synthetic brush which have anti-bacterial properties that do not allow bacteria to grow on the surface of the bristles, soft to the skin and help to prevent the skin from rashes. The connector is easy to attach out to wash after being used to keep the brush clean and attach back to the shaving cream can to be used again for the next application. Lastly, we need to have a brand name so that it will able to attract the customers and they will remember our product.

Customer Relationship

We would like to have a personal relationship with the customer which the customer can come to our company and ask our workers about the product. Our workers also will be taught on how to make a demonstration on how to use our product to the customers. The customers also will be experienced an enjoyable shopping through online platform since they will receive a lot of benefits such as get a promotion voucher and can redeem gifts using the points allocated after they bought our product or by joining our online contest.

Customer Segments

Our product which is Easy-Peasy Applicator for Shaving Cream Can is introduced for beauty enthusiasts who loves using shaving cream to reduce irritation and want to save their time as well as maintain the hygiene during their rush time. It is also very practical for the staffs at the salon to prevent direct contact with the customers' skin when applying the shaving cream.