



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Burger Sauce Spreader

ENT 600: TECHNOLOGY ENTREPRENEURSHIP:
BUSINESS MODEL CANVAS

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Business Model Canvas

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Key Partners

Key partners is with mcdonalds which could promote our product widely. It could help increase the product reputation. Moreover, we can ask financial assistance since it is famous restaurant.

Key Activities

One of the key activities of this product is manufacturing. The hardware and resources would be assemble in factory. Our distribution channel would be direct to customer, online and from supplier.

Key Resources

Physical assets of this product is manufacturing which could involve our production. Intellectual could be come in terms of brands, knowledge, patents, copyrights and many more. Our product use human resources in production because it could be less cost rahter than using machine.

Value Propositions

Brand recognition to ensure that all the customer satisfied with the product. It could help customer to solve their problem by taking their time to spread sauce. Innvation also could ensure that this company can survive and improve the weaknesses of the product.

Customer Relationships

Our company provide good selling service and assist them to demonstrate how to use this product especially the burger dealers and provide warranty if any problem happens. We also sells through online platform and we respond as fast as possible to satisfy our customers.

Channels

There are three channels we could distribute our product which is direct to customer, through online platform such as shopee, lazada and etc. Lastly, our product could distribute through other stall such as kitchen shop, appliances shop and many more. This could help increase the reputation of this product.

Customer Segments

We targeted the customer who sells a burger and person who want to spread the sauce in faster method. The most important customer is who sells burger. We choose niche market since the product is to spread the sauce on the burgers or foods.

Cost Structure

The most inherent costs for this product is manufacturing because it consists of many aspects to be taken from the manufacturing such as material, labour costs, logistic costs, rent, utilities and etc. We could ask the financial assistance from the government or big company.

Revenue Streams

The product price could reasonable and mostly our customer could affordable buy this product. They would willing to pay because the price is reasonable and high quality product. Since our product is new in market, we make offer price to the customers.

Key Partners

Key Partners are the relationships that you have with other businesses, governmental and non-consumer entities that help our business work. These can be the relationships that your company has with your suppliers, manufacturers, business partners. Hspreaders Corporation or known as Hazman's Sauce Spreader is kitchen utensils company. One of the key partnerships of Hspreaders is alliance with McDonalds which could promote our product widely. It could help increase the product reputation. Moreover, we can ask financial assistance since it is famous restaurant. Next, for the body of the sauce spreader we could cooperate with them such as Andavar Metal Manufacturing Sdn. Bhd. where we can get a good manufacturer of the body sauce spreader. Therefore, we have a contract which is 1 year with them to pay for these parts that this company has made for us. Moreover, this company joint ventures to develop new businesses to create an entirely different entity which can make more profitable. Specifically, we build more reliable relationships with a buyer or supplier. Thus, we make the best quality to ensure that the buyer and supplier more confident to buy our product. We would need to find the right suppliers to get our start up equipment.

Key Activities

Key activities are the things that you do to add value. For marketing, we put advertisement in social media and do some paid review to generate demand of customers. One of the key activities of this product is manufacturing. The hardware and resources would be assembling in factory. Our distribution channel would be direct to customer, online and from supplier. Hspreaders Corporation also did some Research and Development for this product. This R&D aimed to develop a good quality product and provide maximum satisfaction of the customers and can improve productivity, efficiency and cost intensity. Capacity is the maximum level of output that a company can sustain to make product or provide a service. This company invest into a manufacturing that is provide an efficient product.

Key Resources

Key resources describe the most important assets required to make a business model work. Physical assets of this product are manufacturing which could involve our production. Intellectual could be come in terms of brands, knowledge, patents, copyrights and many more. Our product use human resources in production because it could be less cost rather than using machine. For the financial, we acquired some bank loan, cash, stocks and bonds to provide for this business.

Value Propositions

Value propositions refers to a business or marketing strategy that company uses to summarize why a customer should buy a product or use a service. This strategy simply tells a customer why you to buy a product from a company rather than buying it from other company. Brand recognition to ensure that all the customer satisfied with the product. It could help customer to solve their problem by taking their time to spread sauce. Innovation also could ensure that this company can survive and improve the weaknesses of the product.