



اَوْنِيُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY ENTREPRENEURSHIP (ENT600): BUSINESS MODEL CANVAS (BMC)

AUTO WATERING FLOWERPOT

PREPARED BY

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PROJECT TITLE : BUSINESS MODEL CANVAS OF AUTO WATERING
FLOWERPOT
NAME : ANIS IZZATY NATHASA BINTI MOHAMAD RAZALI
STUDENT'S ID : 2017695356
GROUP : D1CS2496D

PREPARED FOR

MADAM ZALEHA BINTI HASSAN

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1. INTRODUCTION

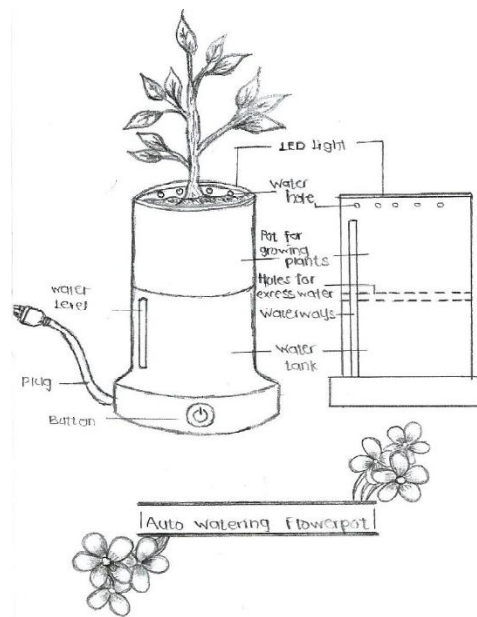



Figure 1.1: New Development Product of Auto Watering Flowerpot

Auto Watering Flowerpot is a product focusing on the problem encountered by the societies especially for house planter. The main issue regarding house planting is house planter are afraid the houseplant might wither or die due to over or under watering. Problem arise when house planter needs to water the houseplant with the right amount of water depending to the weather. Failed to do that accordingly might wither the houseplant and results to die. Not only that, houseplant need to receive enough sunlight to ensure the growth of the houseplant. House planter needs to be extra cautious in handling the houseplant as house planter must place the houseplant where the houseplant can receive more sunlight to avoid from withered or died. Besides that, house planter tends to forget to water the houseplant as some of the house planters are employed. House planter tends to forget to water the houseplant when they get busy with works such as going for work or house cleaning. This problem happened as house planter needs to spend some of the time to water the houseplant. Thus, Auto Watering Flowerpot is to be introduced into the market with the main purpose to meet the requirements of consumers' demands regarding the problems happened.


- NAME** : Auto Watering Flowerpot
- MATERIALS** : PP Resin Plastic
- SIZE** : Small
- WEIGHT** : Light
- DURABILITY** : Durable and strong
- DIMENSION** : 13.6 cm x 25 cm (Base x Height)

2. BUSINESS MODEL CANVAS

The Business Model Canvas		Designed for:	Designed by:	Date:	Version:
Key Partners <ul style="list-style-type: none"> Raw material supplier Manufacturing factory House improvement store. Social media. Courier delivery company. 	Key Activities <ul style="list-style-type: none"> Product assembly. Product packaging. Product sales. Marketing. 	Value Propositions <ul style="list-style-type: none"> Save time and very convenient. Help house planter for watering purposes. Easy to clean and tidy. Double layer design that will help watering purposes and remove excess water. LED light to support houseplant growth. Button for switching on/off the system including for auto-watering and LED light. Hole around the inner pot to help water flows. 	Customer Relationships <ul style="list-style-type: none"> Promotions. Social media interaction through Whatsapp or chat feedback. Website company through customer services or feedbacks. 	Customer Segments <ul style="list-style-type: none"> Customer who love house planting. Customer who are wish to start house planting. Customer who want to discover new product regarding house planting. Customer who are seek for home decoration with genuine houseplant. 	
	Key Resources <ul style="list-style-type: none"> Raw materials such as Resin and LED light. Factory. Social media platforms. Storage. Financial capital. 		Channels <p><u>Online Platforms:</u></p> <ul style="list-style-type: none"> Company's website. Social medias such as Whatsapp and Shopee. <p><u>Offline Platform:</u></p> <ul style="list-style-type: none"> House improvement stores such as Kalsion and Mr.DIY. 		
Cost Structure <ul style="list-style-type: none"> Raw material expenses. Rent. Labor expenses. Marketing expenses. Taxes. Utilities expenses. 			Revenue Streams <ul style="list-style-type: none"> Product sales. Advertisement revenues. Delivery service charges. 		


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3. BUSINESS MODEL CANVAS COMPONENTS

3.1 KEY PARTNERSHIPS

The main partners in the Auto Watering Flowerpot business operation are the raw material supplier and manufacturing factory. Auto Watering Flowerpot cannot be developed without raw materials such as resins as resin plays an essential part for the production process. In order to produce Auto Watering Flowerpot, resin is chosen for the development of this product as resin can deliver a perfect replica. Besides that, resin is more durable and lighter in weight which is very suitable for the development of Auto Watering Flowerpot. Next, manufacturing factory is one of the important key partners as manufacturing factory can help reducing the cost of buying machinery. In addition, social medias such as Facebook and Instagram are chosen for the marketing aspects. House improvement stores such as Mr. DIY and Kaison can contribute to gain sales of the product. This is due to the channel that will be explained in the Channel component. Courier delivery companies also play one of the vital parts as one of the key partners that can help deliver the raw materials to the factory and deliver the finished product to the customers. All the key partners can eventually help to launch and promote this product so that people will know the existence of Auto Watering Flowerpot.

3.2 KEY ACTIVITIES

Key activities are the processes that need to be completed for the customers to be served. The key activities included the product assembly, product packaging, product sales, and marketing for the innovation product of Auto Watering Flowerpot. These are the most important activities in distributions through channels, customer relationships and revenue streams. The key activities will eventually help to increase the revenue streams through product sales by promoting to all channels provided. Not only that, customers can freely ask regarding the product through any social medias and company's website.

3.3 KEY RESOURCES

Key resources are referring to the places, machines, people, patents, and intangible assets that are used during the production process. The key resources included the raw materials such as resins and LED light, factory to produce the product, storage to keep the product, offline or online platforms, and financial capital. The most crucial part of the key resources in distribution channels, customer relationships, and revenue streams are financial capital. A business cannot be sustained, and a product cannot be produced without proper funding. Not only that, factory and storage are important too as factory represents the product assembly while storage is for the finished goods to be kept and stored. Besides, online