



اَوْبَهُوْ اَلْمَرْسِيَّةِ اَلْمَلِكِيَّةِ اَلْمَلَا
UNIVERSITI
TEKNOLOGI
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FACULTY COMPUTER SCIENCE AND MATHEMATICS

BACHELOR OF SCIENCE (Hons) MATHEMATICS (CS249)

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

BUSINESS MODEL CANVAS

MIRACLE BOTTLE

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Contents

KEY PARTNERS 4

KEY RESOURCES 4

KEY ACTIVITIES..... 5

VALUE PROPOSITION 6

CUSTOMER RELATIONSHIP 7

CHANNELS 7

CUSTOMER SAGMENTS 7

COST STRUCTURE..... 8

REVENUE STREAMS 8








The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<p>Key Partners </p> <ul style="list-style-type: none"> = Supplier for raw material = Shop = Sales agent = Technology partners 	<p>Key Activities </p> <ul style="list-style-type: none"> = Customer support = Improve customer experience 	<p>Value Propositions </p> <p>For consumer:</p> <ul style="list-style-type: none"> = Cheapest price = Useful product <p>For company:</p> <ul style="list-style-type: none"> = Global reach = Build reputation = Sales channel 	<p>Customer Relationships </p> <p>Customer:</p> <ul style="list-style-type: none"> = Trustworthy review = Satisfaction <p>Company:</p> <ul style="list-style-type: none"> = Transparency, fairness 	<p>Customer Segments </p> <p>Product attract:</p> <ul style="list-style-type: none"> = Special function = Colour types = Pattern type = Convenient, light weight <p>Consumer:</p> <ul style="list-style-type: none"> = Behavioural
<p>Cost Structure </p> <ul style="list-style-type: none"> =Manufacturing cost =Research and development =Distribution cost =Marketing and advertising cost 		<p>Revenue Streams </p> <ul style="list-style-type: none"> =Selling products =Information and comm services =Financial services 		

KEY PARTNERS

Miracle Blinks is a traveller kit set producers. One of the key partnership of Miracle Blinks is alliance with raw products manufacturer as to make our bottle and other material to put at our travel set kit. Next is our shop. We have distribute our product to several franchise in all Northern area. We does not have our own shop but we sell our product in several shop which is beauty shop, and traveller set shop. Next is our sales agent. We have several sales agent to ease customer get our product. They have provided some services that will ease customer which is cash on delivery for our product in their area. Miracle Blinks also have technology partners. It can help our product well known in Malaysia and international.

KEY RESOURCES

= Websites, app

We have a website server for advertise our product. This well ease costumer to get a notification about our product especially when it comes to promotion time. It also well ease customer to know our launching new product. Besides that, we also sell our product in a few application which is Shopee, and Lazada to ease customer buy our product. Name of our shop is Miracle Blinks_.

= Skilled staff

To make sure our company produces a very quality product, we have hire a very skilled staff to handle our product process marketing, finance, and research. We also give a few class to our staff to learn how to make a proper packaging to our packaging staff. We very concern and strict about our packaging to earn customer heart.

= Great product

Our product is a high quality product. We use polypropylene / polyethylene as a main material for our new product. It is very friendly user for customer because it is free BPA that will not cause affected to customer. Our product have highest endurance it can be use about ten years and above. It come with cute colours and patterns that will attract customer to buy it. It also have very light weight and will ease customer bring anywhere they want.

= User experience

Miracle Blinks have produce a product. Their old product is a traveller kit set. Through our old product, we have receive a bunch of feedback based out old product. We produce new product based from our customer feedback. We have improve and make some innovation based from customer need and their suggestion at our website. We are very thankful to our customer feedback and suggestion.

KEY ACTIVITIES

= Customer support

The main of successful for our product is customer. Customer can bring either success or not success for the product. Loyal customer will support and keep buying our brand because their trustworthy for our quality product.

= Improve customer experience

Through the buying experience for our product, we appreciate customer to make or give feedback for our product. This will give us some improvement through their feedback. It also will lead us to make new innovation product based their feedback. It also will make our customer keep loyal and keep buying our brand product.