UNIVERSITI
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MARA

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PROJECT TITTLE: BUSINESS MODEL CANVAS (BMC)

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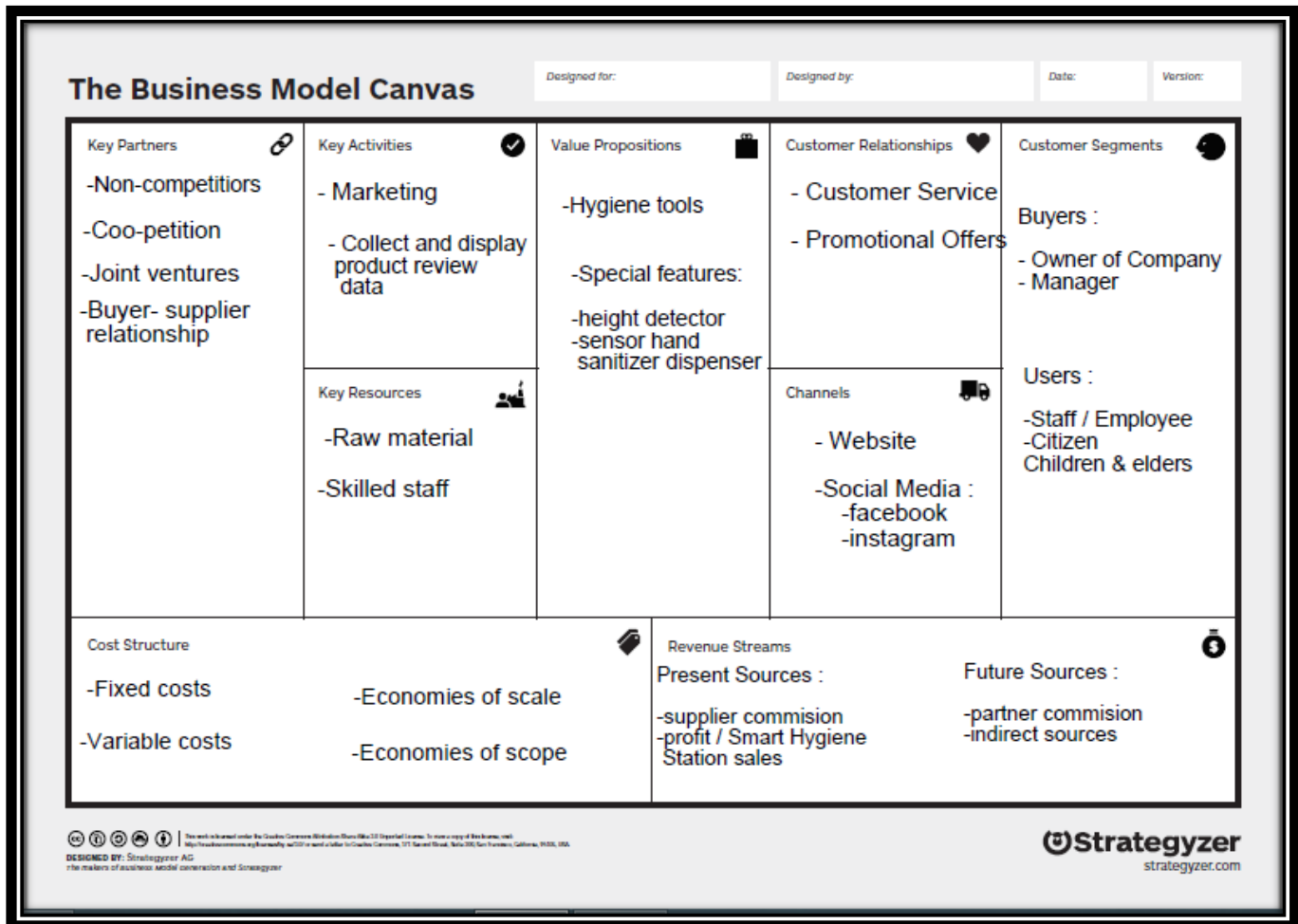
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Smart Hygiene Station Business Model Canvas

The Business Model Canvas

Designed for: | Designed by: | Date: | Version:

Key Partners

- Non-competitiors
- Coo-petition
- Joint ventures
- Buyer- supplier relationship

Key Activities

- Marketing
- Collect and display product review data

Key Resources

- Raw material
- Skilled staff

Value Propositions

- Hygiene tools
- Special features:
  - height detector
  - sensor hand sanitizer dispenser

Customer Relationships

- Customer Service
- Promotional Offers

Channels

- Website
- Social Media :
  - facebook
  - instagram

Customer Segments

Buyers :
- Owner of Company
- Manager

Users :
- Staff / Employee
- Citizen Children & elders

Cost Structure

- Fixed costs
- Variable costs
- Economies of scale
- Economies of scope

Revenue Streams

Present Sources :
- supplier commision
- profit / Smart Hygiene Station sales

Future Sources :
- partner commision
- indirect sources

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1.0 INTRODUCTION

Business Model Canvas is a strategic management and learn start-up template for developing new or documenting existing business models. It is a visual chart with elements describing firms or product's value proposition, infrastructure, customers and finances. It assists firms in aligning their activities by illustrating potential trade-offs.

The nine "building blocks" of the business model design template that came to be called the Business Model Canvas were initially proposed in 2005 by Alexander Osterwalder based on his earlier work on business model ontology. The nine elements consist of easily understood segments which are: Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Channels, Customer Segments, Cost structure, and Revenue Streams. By digging into these elements of our company, we can recognize and act on areas that can be improved. It also reveals clear paths on which to build our organizational innovation strategy.

The objectives of BMC are to introduce participants an entrepreneurial tool for the construction of a basic business plan and to provide transferable knowledge such as hands on experience using the tool, oral communication, critical analysis and team-work.

1.1 Customer Segment

The first block in Business Model Canvas is customer segment. In this segment, we need to know and observe who do we help, which customers and users are we serving, for whom and does the value proposition match their needs. First of all, customer segment is divided into several parts which are segment dimensions, segment composition and problems, needs and current alternatives. For segment dimensions, we need to know whether we have a single or multi-sided market. If we have a multi-sided market, we will have at least as many segments as we have sides. For our product, we have multi-sided market which are buyers and users. For example, owner of a restaurant need to make sure their restaurant and employees are alert about hygiene. They need to make sure their staffs' hygiene are been take care properly so that they will able to serve the customers well. From that, we can see that the owner play their role as a buyers to buy our product, Smart Hygiene Station to take care of their staffs health while their staffs as users should follow the instruction from the owner to manage their personal hygiene properly.

Besides, the segment composition is the most action happens. We should be able to visualise customers' personas. For example, what they think, feel and see about our product. Based on the previous survey, almost all of the respondents think that our product are useful and benefit especially to kids and elders. 95% from 47 respondents would prefer Smart Hygiene Station to be in the market and they are willing to purchase this product for a reasonable price. They also agree to recommend this product to anyone and indirectly will increase their personal hygiene.

In other word, we also need to make sure that we can identify an existing need or problem and identify specific alternatives that our customer uses today. From our current health issue, it is very difficult to find hygiene tools in public places especially since the existing products will lead to be affected to the virus. Thus, we create special features on our product to help people to improve their hygiene and solve problems for those who have problems when using hygiene tools at public places. People are taken personal hygiene as a small matter and not followed the proper hygiene. Basically, hygiene tools will be placed at higher places to make sure it is safe but become a problem when kids and elders want to use it since they are not able to reach it. By having height detector, there will be no problems for them to use hygiene tools.