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BUSINESS MODEL CANVAS REPORT

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EXECUTIVE SUMMARY

YAYA Enterprise is a partnership company. This newly established partnership as of 22nd September 2020, consists of four members which are Ainie Aziela binti Mohd Asri, Azra Batrisyia binti Az'hari, Nur Izzatie Izni binti Shafie, and Siti Nur Izzati binti Kamsol. Each member holds different positions in the company that is vital for an organization. Our business is located at No 5, Jalan Padi Emas 1, Bandar Baru Uda, 81200, Johor Bahru, Johor. It is a strategic location as it near a town, bank, and industrial area. Our main activity is the manufacturing of bags. The main product that we produce is Prayer Friendly Travel Bag for which is designed to make things easier for Muslims especially workers or those that love to travel from one place to another. As we only provide a small size bag for convenience, we accept custom orders for those that prefer a bigger bag with a much bigger space inside. The green color of our logo is associated with growth and harmony. This indicates that the partnership will get energy and a new spirit to build the company.

Every new business needs to prepare a Business Model Canvas (BMC) as it is a strategic management business tool in identifying whether the business is on track, how it will continue to be successful and how to grow in the future. There are several purposes of Business Model Canvas (BMC) for businesses such as YAYA Enterprise which are target customer needs, reduces the risk of failure, helps to give the company control, focus, and easy to communicate. Firstly, failure in targeting customer needs will jeopardize the relationship between the company and its customers. Second, it helps in reducing the risk of failure as problems could be successfully identified and solved. Third, it will also help businesses to focus more and understand better how the dynamic of each element will result in a more systematic, structure, and organized business. Fourth, a change can be made easily and quickly due to having control over it. Besides, it also makes communication between partners more efficient and easier.

By identifying various particulars, we have managed to identify our target customer that is likely to buy Prayer Friendly Travel Bag and the problems that they faced. Muslims are obliged to perform prayer five times a day regardless of place and situation. This is why this is a particularly serious matter to ponder about by Muslim individuals that work or go shopping and travelers that travel from one place to another. They often find it difficult to being along a large prayer mat whenever they have to pray in a public place. The pandemic Covid-19 situation also makes it hard for Muslims to pray at Mosque and surau as it was not provided for precautions reasons. However, some of us just prefer to bring along a personal prayer mat for hygienic purposes. Our product also solves the problem of the insecurity due to theft that Muslims often worried about.

Every problems have their solution. We took this opportunity to specifically designed a Prayer Friendly Travel Bag for the use of Muslims. It is a bag that is suitable for those who work, love to travel, and picky in hygiene. It also solves problems that arose due to the pandemic Covid-19 situation. Our product is a 2-in-1 bag with a mini prayer mat attached to it. The bag is small and light so that it could be carried everywhere easily. The price for a custom order bag for those that want a bigger bag will be different. The bag is also washable and does not lose in quality due to the material that was used. There is also a pocket attached to the outside of the bag to give a sense of security for customers. They could put valuable and essential things in it.

Each business has its competitors for which sold the same product and the same customer segments. We have done a SWOT analysis for our competitors, Sajada Asy-Syakireen and AMRU Travel Sajada. SWOT Analysis is used to find a business's strengths, weaknesses, opportunities, and threats. Both strengths and opportunities are good and will benefit a business, while weaknesses and threats are bad and could bring harm if measurements are not taken. Both businesses manufacture a similar product as YAYA Enterprise. The only significant difference between each of our products is the uniqueness that each product provided.

There are various elements in the Business Model Canvas (BMC) poster. First, our key partners consist of Nagoya and ezdoorgift for which both are our material suppliers. Our end-good would later be transported to Muaz Wholesale Emprium and Siti Khadijah to be displayed for sales. Second, our key activities are control of production and manufacturing, marketing and promotion of a product, create a brand strategy, and manage the website, online orders, and distribution of the product. Third, our key resources are physical resources such as materials and equipment, human resources, financial resources, and intellectual resources such as consumer database. Fourth, a value proposition is to make it convenient to use especially for travelers, a price that is affordable by all and can variously use the bag. Fifth, we have a personal assistance relationship with our customers. Sixth, we use channels such as transportation, postage, and social media to reach our customers. Seventh, our customer segments are Muslims individuals and travelers. Eighth, our cost structure consists of materials, salaries, equipment, marketing, rental, and utilities. Ninth, our cost revenues are bag sales.

To conclude, in the future, we plan to request small businesses grants that are provided by the government to assist us in term of finances, appoint celebrities to be our product ambassadors, expand our business by opening branches across Malaysia, open up employment opportunities for communities, boost brand awareness, and produce more Islam related products.

1.0 INTRODUCTION

1.1. Company Background

1.1.1. Name of Business

Our company is based on partnership and consists of four members. We first named our company “IAIA Enterprise” to commemorate our partnership. However, after a long discussion with each founder, we decided to change it to “YAYA Enterprise since “IAIA Enterprise” is difficult to pronounce and hard to remember by our customers. As a share partner, we agreed on the name “YAYA Enterprise” as our company’s name, which originates from the combination of the first letters of each founder. Since each four of us have the similarity of having the initial “I” and “A” in our names, we decided to use the initial of both “I” for Izni and Izzati, and “A” for Ainie and Azra as our company’s name. The name indicates the teamwork, responsibility, and integrity of each founder.

1.1.2. Nature of Business

Our main activity is the manufacturing of bags. We manufactured the bag with our original idea for which the bag has a prayer mat in it with a pocket to hold essential things outside. We also accept custom orders for those who wanted their design of the bag in a bigger size. The name of the product is “Prayer Friendly Travel Bag.” The bag is created for the convenience of Muslim individuals and travelers. We got the idea to create this bag to ease them when praying. This is especially true during the Covid-19 pandemic where one needs to be cautious at all times when using public items such as the prayer mat at the mosque. One could avoid the possibility of an infection by bringing a personal easy-to-carry prayer mat. They can use our product to make their work easier and more efficient.

1.1.3. Location of Business

Our company is located at No 5, Jalan Padi Emas 1, Bandar Baru Uda, 81200, Johor Bahru, Johor. The location that we have chosen was considered strategic because it is located near a town, bank, and industrial area. Customers could also find the place easily due to it being located in the middle of a city. That is why we have chosen this site