



اَوْنِبُوْرُ سِيْتِي تِي كِنُوْلُو كِي مَارَا  
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TEKNOLOGI  
MARA



# BUSINESS MODEL CANVAS

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS**

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**SEMESTER : 3**

**PROJECT TITLE : BAGGY STORE SDN BHD (EASY-GO LAUNDRY BAG)**

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## EXECUTIVE SUMMARY

Our company is called Baggy Store Sdn. Bhd focus on the product like bag and various types of bag but the main product that we focused on is laundry bag named easy-go laundry bag. The reason for us to focus on laundry bag is because we see the potential for our business to grow as this is the product that gets the most demand in the community. We are aware of a society where they need a laundry bag as a daily necessity at home. People out there want a laundry bag that has a lot of privileges that can fill a lot of dirty clothes. Easy-Go Laundry bag has little understanding of consumer segments, want and needs. We also find no longer in the market able to create a laundry bag that has a large capacity of space. Apart of that, we took this opportunity to produce a laundry bag named easy-go laundry bag that fullfil all the criteria desired by the community out there.

Our company has a vision and a mission which is the vision of our company is to become a multi-purpose bag manufacturer that can be used by the community and gain a wide market that can compete in the local market. Other than that, the mision of our company is to help students who are living in dormitories or university to use a bag that makes it easy for them to carry clothes. Other than that, we want to help housewives who have many children and need a large bag space capacity to put on dirty clothes. We also want to help single people who want a laundry bag that is easy to carry cloth and easy to use. Moreover, our target audience is mainly for students and a group of people who are looking for an easy laundry bag with a simple design but can use it easily for everyday.

Our company find out that there is a lots of laundry bag with a lots of pattern and function but our company decided to come out with a new design of laundry bag with their specific function which is different from others products in the market. Based on our analysis, we find that students in college and university have difficulty bringing dirty clothes to the laundry due to the laundry factor that are away from their room and some even live on the top floor. This makes it difficult for them to carry a lot of dirty clothes to the laundry. We also make an observation to housewife who have difficulty carrying many baskets of dirty clothes to wash it in the laundry. Through all these observations, our company has created a product named Easy-Go Laundry bag that can help solve all the problem occurs.

Our shop is located at Alor Gajah, Malacca. The chosen location is because we see a large number of potential customers come mainly from university students, As has been said, our main target customers are students and we are also available to anyone searching for a multi-function laundry bag. We are aware of this laundry bag needed especially for students who need facilities to fill dirty clothes and take them to the laundry.

Also, after we did an observation, we did not find any nearby companies that produce the same product as we. although there is but it is not much.

The location is also considered to be strategic because we are not far from the suppliers and we are in a developed area. With regard to marketing, we will make full use of the convenience of social media as a way of selling our goods directly to consumers and online networks such as Facebook in order to reach out to our customers and gain the attention of people out there and potential customers. This is one of our marketing for promoting our business by using our company's official account on Facebook and Instagram. We have released a laundry bag product consisting of various attractive colors such as black, white, and blue and we also use social media platforms to tell about the specialty of our products with the prize that are currently in the Malaysian market. As we found that, using social media is one of the methods to attract online customers and gain more awareness and generate more sales at once.

## 1.1 BUSINESS BACKGROUND AND BUSINESS STRUCTURE



Baggy Store Sdn. Bhd is a sole proprietorship business. We choose to build this company is to develop a laundry bag which is an easy-go laundry bag that is different from the others which are capable of providing the public with satisfaction and convenience. Baggy Store Sdn. Bhd is located at Alor Gajah, Malacca. The location can be considered as strategic since there is a lot of educational institution and universities such as UiTM Kampus Alor Gajah and Youth and Sports Skills Training Institutions. We do believe that if we open our business in this area, we will be able to get many customers as a laundry bag is one of the things needed for the students and other people out there.

Other than that, Baggy Store Sdn. Bhd is founded by Nur Syazwani binti Radzali. We use the name “Baggy Store” as the name of our company because it is unique in contrast to the other business name. This name looks very modern and easy to remember by our regular customers as there are no company use this kind of name in this area. Moreover, we already registered our company on 12 September 2019 and our business starting to move on 1 January 2020. The structure of our company is headed by the President followed by executive marketing, executive administrative and executive customer service. Basically our company is a medium-sized company (Sendirian Berhad).

Our company is very concerned about the quality of the material that will be used to produce high quality products. We will always ensure that the materials used are in a good quality to maintain the good name of our company. Baggy Store Sdn. Bhd is targeted at students and people who want a multifunction laundry bag. This is because we know that our customers have a strong demand for a laundry bag. Our company would recognize the most potential customers who are in demand and suited to our business, as well as targeting higher sales.