



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



iClean

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : BUSINESS MODEL CANVAS

Faculty & Programme	BA242 - Bachelor of Business Administration (Hons) Finance.
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Project Title	Business model canvas written report (20%)
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EXECUTIVE SUMMARY

iClean is a company that specializes in health and sanitary products. Our company is located in Seksyen 7, Shah Alam in Selangor. Our company's business commenced on 19th of October and registered on 3rd of November. Our main product, Pocket Soap, is the staple of iClean. The Pocket Soap is a unique one of a kind soap product that is easy to use and easy to carry around in day to day life. The product is a packet with multiple sheets of usable soap that dissolves in water, it is also light and small enough to put in your pocket. Thus, the name Pocket Soap.

Our product, the Pocket Soap, offers unique features that are not found in even other soap brands. Those features are a cheap price, fresh design as well as a social media presence. When compared to famous soap brand Remy soap, we can match the brand's advertisement as we will pay other famous celebrities to promote our product as well as sell it at a lower price. Another famous soap brand is Dittol, which we will have an advantage due to our unique product design as well as a strong social media presence. Furthermore, other soap brands are mostly liquid in form so carrying around in a bag or in our pockets is quite difficult since the liquid may spill out. But for the Pocket Soap that would not be a problem since our product is solid in form and will dissolve to soap form only when it comes to contact with water.

The purpose of this Business Model Canvas is to help create a guideline to develop and refine our business as well as describe our intentions and proposal to interested parties. Customer Segment is the process of dividing customers into groups based on common characteristics and choosing which groups our product will be for. Value propositions refers to the value our company's promise to deliver to customers. Distribution Channels are ways our products are bought and delivered to our customers. Customer relationships are methods to earn customer loyalty. Revenue streams are various ways our company receives income or profit. Key resources are required to offer and deliver the value of products and prices. Key activities are the main activities the company will partake to grow our business. Key partners are other brands or companies who we will keep in close touch to help each other grow. Cost structure is the main cost that is needed to perform our duties.

1.0 INTRODUCTION

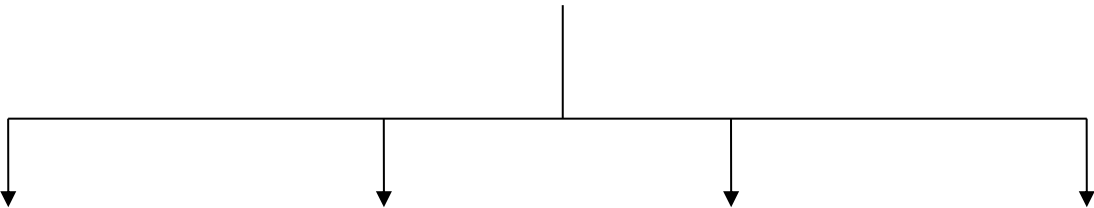
1.11 Company background.

Name of the Organization	:	iClean
Business Address	:	No 3G, Jalan Plumbum Q8/Q, Seksyen 7, ShahAlam, Selangor.
Website/e-mail address	:	iclean@gmail.com
Telephone Number	:	03-55947489
Form of Business	:	(Partnership)
Main Activities	:	Financing, producing, selling, marketing
Date of Commencement	:	19th October 2020
Date of Registration	:	3rd November 2020

1.12 COMPANY STRUCTURE (ORGANIZATIONAL CHART)



General Manager
(Muhammad Afiq Aiman
bin Mohd Zamari)



Financial Manager
(Awangku Syarifuddin
bin Awangku Ardzyindi)



Production Manager
(Ahmad Irfan bin Ahmad
Faizal)



Sales Manager
(Muhammad Haiqal bin
Harith Rathi)



Marketing Manager
(Muhammad Luqman
Hakim bin Ahmad
Kamal)