



UNIVERSITI  
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# Business Model Canvas



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**Group 4A**

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## **Executive summary**

### ***Opportunity***

We at Al Jadirah Technology have discovered an opportunity to form a market penetration with our first ever product which is Vibertact. A machine with the ability to disinfect the clothes is a completely obscure gizmo to begin with. Therefore, we have taken a step ahead in introducing such devices that may create constructive methods of curbing this problem. Covid-19 has definitely shown us that it is still unspecified when this matter is going to come to a definite culmination. People will still be in active search to look for the perfect tool at home to deal with this pandemic independently and they are more than willing to take anything that we could offer to unravel the solution to this issue. In conclusion, we are highly anticipated with the idea of bringing the fresh idea and hopefully we are able to construct a tool which will bring quite a change to the whole outbreak situation and most importantly every single one of us has the opportunity to own one.

### ***Problem***

Malaysian is no exception when it comes to discussing the pandemic Covid-19, the number of infected patients have increased each day, making up the total of over four hundred thousand cases being reported recently by the Ministry of Health. Countless efforts have been done in order to set a firm end to this matter but to no avail. Our company has set up a brand new innovation to resolve the issue that lingers around this matter. We have planned to come up with a washing machine that is capable of eradicating the presence of infectious agents on our clothes. We are seemingly to be infected by this invincible virus that cannot be seen with our own naked eyes once we step out from our house as we are not able to remain a certain distance from each other when entering some areas which are highly dense with people.

### ***Solution***

Vibertact is nothing like those ordinary washing machines we possess at home. This machine features a regular disinfection to ensure a safer washing process and this is very salient to secure a hygienic wash and peace of mind. Besides, this machine too is equipped with bacteria recognition that helps to identify harmful tiny organisms that may attach to our clothes whenever

we are outside hustling. Having direct contact with random people increases the chance of getting Covid-19 affliction and being unaware of this may create a whole new chain of infection. Therefore, we choose to take the huge initiative of formulating a disinfectant washing machine that helps you to get rid of the potential virus that may cling onto our clothes once we get off from work or elsewhere that might have the potential of carrying the possible Covid-19 viruses. We are in the midst of an unprecedented situation where every move triggers a restless thought and we find ourselves constantly taking safety precautions every now and then. This attainment involves a number of experts and requires a huge cost of initiating the research and development and yet again we believe that proceeding with this effort would eventually create a greater benefit to all of us, InsyaAllah. We have been extremely cautious and have taken significant measures in considering the element that we think is going to be a lot useful for a foreseeable period and not only relevant for this time.

### ***Competition***

Though being a newcomer into the market may invite uncertain competition with the rest of the existing companies, we believe that we are able to tackle this circumstance with the strength that we have channeled through our product which is the Vibertact. As we all know, in Malaysia alone, we have several companies which have already made their way long before we have decided to be here. Seeing us being one of the opponents may create a game changing market. We believe that later or sooner, there will be more modifications made by other companies to accustom to our idea. Therefore, more and more innovation must be produced to extend our horizon to remain relevant in this market.

## **1.0 Introduction**

### **1.1 Company background**

Al-Jadirah is a technology company which is currently working on innovating a washing device into a tool that can actually help in removing dirt stains and also bacteria. Having our company situated in Sungei Wang, Kuala Lumpur, gives us multiple exposure to the latest technology inspiration by experiencing rapid changes in modern devices first hand. Our company comprises four important departments namely production department, finance department, marketing department and also human resources. Each department is responsible for running business errands in their specific job scopes to achieve both of our short and long term goals. For the record, we have only emerged in this technological industry for merely a year. Therefore, looking for a counterpart has been one of our initial priorities to plant a firm existence and stay here for a foreseeable period, Insyallah. We have proceeded with our main goal, which is with a unique washing machine as our first step in the pursuit of discovering the most reliable washing device to accustom to this pandemic. This has become a huge concern to all of us as the number of affected individuals has seemingly risen up to a never ending loop. We have made a critical distinction to other technological companies and decided to choose this time to make our first appearance as the company that has created a tool to battle COVID-19, none other than our washing machine, the Vibertact.

### **1.2 Problem statements**

We have identified several problems that may contribute to the existence of this predicament. As the series of unfortunate cases of Covid-19 have increased gradually, the need for promising solutions are required to overcome this prolonged matter. The first ever problem that we discovered is the difficulties in selecting the best way of keeping the clothes hygienic and completely free from unseen viruses. Malaysian Government has crafted many strategies in the effort of bringing the entire nation into a far modern environment where every person is able to make use of these appliances in every aspect of their life. In the attempt of making this possible, the government alone cannot ensure