



BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

The Business Model Canvas (BMC) is being used in the report as a strategic management function to rapidly and simply develop and express business ideas and concepts. In this topic, we can learn how to prepare a business, how to distribute information, how to ensure that others are aware of our business and what we will receive once it is able to run. Simultaneously, we learn how to be successful entrepreneurs.

Before starting a business, we need to identify nine aspects in the Business Model Canvas (BMC). It is due to the fact that the parts of BMC are designed to generate successful business. We find a possible target market that might be interested in purchasing our product. We also establish a market distribution channel to ensure that the products are available to the customer. We also identify the costs of manufacturing and determine the company's partners and suppliers.

MANAS Sdn. Bhd. is a startup company with 5 members. We decided to enter the manufacturing business since we are interested in it and have some understanding of it. Our company's initial product is an iron board called Rörliq Iron Board. We want to overcome the issues associated with standard iron boards by creating a foldable iron board and attaching a holder to make it easy to transport anywhere. It would not take up much space due to its foldability since it can be folded after using or while packing. Furthermore, we make it lightweight by using lighter metal to make it lighter than a standard board.

The aim behind this folding iron board is to help travelers and students by putting ourselves in their shoes and identifying issues. As a result, this concept may assist in resolving difficulties, facilitating everyone, particularly students and travelers, and providing complete pleasure with our product.

1. INTRODUCTION

1.1 COMPANY BACKGROUND



Figure 1: Company's Logo

This company is known as MANAS SDN.BHD and was established in April 2021. This company was founded by five partners which are Muhammad Adli Izar bin Zaimi, Nurul Asyiqin binti Mohamad, Nur Syafika binti Abdul Halim, Nur Munirah binti Azamudin and Nurin Jazlina binti Abdullah. This company is also named after our business partners' names, which are Munirah, Asyiqin, Nurin, Adli and Syafika as the company was formed through partnership and it was in Alor Gajah, Melaka.

This company is mainly set-up to provide convenience, lightweight, innovation and travel friendly products that can be used by all people, especially people that have or like to move from place to place. Other than that, our company is known for its products of remarkable quality and uniqueness. We select a business that is involved in the home appliance sector because this kind of sector market will not drop easily as it is a very important product that people usually use in daily activities.

Besides, we believe that our company will become outstanding from the other competitors due to the remarkable quality and the uniqueness of the products that we manufacture. Our vision is to produce innovative products that enrich people's lives by creating a new future. Our splendid team of highly trained employees will ensure that all products that we produce are in exceptionally good conditions before we offer it to our beloved customers.