



BUSINESS MODEL CANVAS

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

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## **EXECUTIVE SUMMARY**

The SlipperBrush is focus on cleaning product that innovative, easy and have the value. Nowadays, the cleaning job can be done easily without need to waste a lot of time because of the new and innovative cleaning tools such as brush and mops. However, we can see that this tools still need an improvement and give more value to consumer.

As we know, cleaning job are usually done by women; or we know as the housewife. They have struggle to make sure their homes are always clean and neat all the time while there are many works to do such as cooking and laundry. For that reason, they obviously need a tools or product that can help them cut the time to do the cleaning job.

We at The SlipperBrush are in mission where to help the consumer to have the experience on having a least time when do cleaning and offering them the best prices and high quality of our product. In order to fulfill the mission, our team are cooperated together in giving full efforts to operate the business effectively and successfully.

Applying the nine elements of Business Model Canvas (BMC), The SlipperBrush would have a chance to be a futuristic existence in the industry of the houseware innovation. Every elements are being analyzed and scrutinized for an adaptable and structured way such as the value proposition, customer segmentation, revenue streams, channels, customer relationship, key activities, key partners, key resources, and the cost structure.

We hope that our company can have a healthy competition with the others in the same industry. Moreover, we want to continue on creating a product that bring uniqueness and also the value to our customers.

## **1.0 INTRODUCTION**

### **1.1 COMPANY BACKGROUND**

The Slipper Brush will be a sole proprietorship company which define us as the company that has fully control by the owner itself. It also enables us to have a simplified business organization without the hustle of having expensive business organization.

The Slipper Brush is a company that is expert in producing product that have been gone through innovation by our Research and Development Department (R&D). At The Slipper Brush, we are passionate about producing something that will help people in doing their daily job especially in cleaning things. The SlipperBrush that we are producing is our current product that will help then in cleaning the bathroom floor especially because it was made suing slipper and brush that we combining them using special glue that is very sure that it will not be unplugged when its being used by our customers. It can help in helping the housewife to exercise because they will be using their legs when using our SlipperBrush in cleaning the floor.

The Slipper Brush is committed in achieving the highest level of design with our signature turn-key approach. We believe that a design has to be hostile and cohesive to fully engage the customers, hence our designer will keep in update with the trends and needs in line with current development in our country.

Our mission is to develop lasting client relationship by providing exceptional stakeholder value in an environment of trust and respect.

Our vision is to be the benchmark for program / project management and product household supplies, recognized for the integrity of our people, the ethics of our business practices and the quality of our service.

## 1.2 PROBLEM STATEMENT

Our vital purpose that makes us unique is what makes us stand out and reach out in solving the problems faced by the customers especially regarding their difficulties of doing house chores in the simplest ways and also help you in regarding exercise at home. We believe that our expertise could help people in the needs of having something that will help them in doing house chores especially the women who are working. They barely stay at home and their time is limited which is only goes back home at night and stays at home on weekends.

Also, the housewife that need to manage their children which is still in primary school or even still babies. They really need the product that make it easier in doing the house chores. Other than that, we also found that there are similar when at office or school. The housekeeping department really need the product that will make their job easier done. Here at The Slipper Brush, we have identified few of the problem that arise when it comes to product specialty.

First, the facilitates customers in cleaning floors that make their hands sore. This is a common problem but very hard to tackle for a person that doesn't have the skills or the right knowledge in that particular field which is using a product that has been into innovation according to the needs of the customers. The product that they have been using until now is the product that been releasing on 5 to 10 years before.

When they are doing the house chores it will make their hands and back sore because they need to bow down to do cleaning especially when cleaning the floor. Here are ours company take part in designing and producing something that will ease customers burden and help them with their hands and back sore. We are very sure that the customers will be satisfied with our founding new product.

Secondly, customers does not have to bend over their back when cleaning the floor. We analyzed this problem when conducting the survey towards the housekeeping department when they are cleaning the floor in the bathroom of our company. They needed to bend over their back and causing to back pain during the cleaning works.

Our Slipper Brush will make their works much better because they did not need more to bend over their back but just using their legs to do the cleaning. We can save their back from having a back pain causing by cleaning the floor that needed them to bend their back and they will be glad that our company releasing product that will ease their burden.

Lastly we noticed that our worker from housekeeping department has health problems such as overweight. High blood pressure, and other. They also can increase their dopamine,