



اَوْتِفَرَسِيَّتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SAFRAA ENTERPRISE
PROTECTING YOU

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

BUSINESS MODEL CANVAS

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I.

TABLE OF CONTENT

CONTENT	PAGE
TITLE PAGE	I
ACKNOWLEDGMENT	II
TABLE OF CONTENT	III
EXECUTIVE SUMMARY	IV-V
1.0 INTRODUCTION	
1.1 Company Background	1-4
1.2 Problem Statement	5
1.3 SWOT analysis (two competitors)	6-8
1.4 Opportunity recognition	9-10
1.5 Purpose of business model canvas preparation	11
2.0 BUSINESS PROPOSAL	
2.1 Business Model Canvas (BMC)	12
2.2 Details of BMC	13-17
3.0 CONCLUSION	18
4.0 APPENDICES	19-22
5.0 REFERENCES	23

EXECUTIVE SUMMARY

Nowadays, non-lethal self-defense weapons like pepper spray are really needed to have or keep by every person to avoid violent crime so that they can take fast action whenever it comes to dangerous situations. It is to ensure everyone is always ready to help themselves in keeping levels of fear to a manageable level as well as if they are walking alone through a seedy place of town. This business is created to provide customer satisfaction by serving them great service, the high-quality products that can ensure the products can be the best safety tools to the customers wherever they go after they leave the house. Also, SAFRAA pepper spray bracelet is well-designed to make sure it can work effectively by the consumers when there is a threat by any bad animals or people. Thus, the quality of the products is the most important part we need to take care of, so that the consumers' safety can be assured very well during facing an attacker.

So, do you know why we designed the pepper spray as a bracelet? It is because we want to provide people, especially women and disabled people, to have quick action tools which means they do not need to take longer time finding the pepper spray in their handbags. They just can spray directly towards an attacker. Furthermore, we also create the pepper spray bracelet with a tracker that other people can trace the users' location wherever they are if they cannot be reached by connecting the tracker to the smartphones. According to the price of the products, SAFRAA Enterprise is providing an affordable price whereby everyone can afford, carry, and use it with confidence to protect themselves. For sure, we will present the steps on how to use the pepper spray bracelet and print out the steps on the packaging of the products. As we know, it is really needed to make sure the consumers can use it smoothly during facing a dangerous situation. Other than that, we have discussed to choose the online shopping platforms too to sell our pepper spray bracelet since nowadays, people sometimes tend to buy their needs through shopping websites, Shopee app and Lazada app to when they cannot go out to the stores.

In addition, we are creating the business by empowering to the proper guidelines of Business Model Canvas (BMC) which the products would be having a great existence and meet to the requirements of customer satisfaction needs. The elements that we have applied in the products we created are known as key partners, key activities, value proposition, customer satisfaction, key resources, channels, customer segments, revenue streams and cost structure. SAFRAA Enterprise will produce the unique pepper spray and make sure to earn high profit and customer satisfaction which is providing the products that can work efficiently and effectively even from a distance.

1.0 INTRODUCTION

1.1 Company background

One of the firms that creates security products for everyone is Safraa Enterprise. The firm is dedicated on producing and acquiring innovative product manufacture and upgrade concepts. This also enables us to have a more straightforward business structure without the added expense of a more complex structure. Safraa Enterprise is a reputable security firm that produces goods like "Bracelet Pepper Spray."

It focuses on consumer protection as well as assisting in the avoidance of situations that might result in the potential of harm from unknown persons lurking around every corner. At Safraa Enterprise, we are enthusiastic about creating security products that are both simple to use and current to pique our clients' interest while also improving the products' functionality.

A few of our triumphs, as well as some haphazard experimentation and experience with both complex and basic tool manufacturing projects, have provided us with priceless insights and helped us to develop our talents throughout time, as well as in the future, we want to use human-centered design to achieve the optimal mix of form and function. We are confident in our ability to assist consumers in maintaining their own and their loved ones' safety.

By engaging our clients and asking for their comments, Safraa Enterprise is devoted to attaining a degree of simplicity as well as the most recent design. To completely engage the user, we think that the design should be straightforward and elegant, as a result, our designers will deliver the greatest as well as well-functioning safety tools to our clients, including beautiful design, materials utilized, appealing color selection, affordable pricing, an accessory material that piques customer interest, and its efficacy in ensuring consumer safety.

Our mission is to guarantee that all students, women, children, and our customers are always prepared and safe. We supply some safety equipment that is both simple to use and transport.

Our vision is believing with our outstanding team, we will undoubtedly establish a firm brand and become well-known across the globe for developing and manufacturing the greatest security goods for all people, including women, children, students, the elderly, and others.