



BUSINESS MODEL CANVAS

SANIVAPOR TECH

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

SaniVapor Tech is a company that sells mask sterilizer box in Malaysia. This company was established in 2021. We get this idea because we saw that many people nowadays threw their disposable face mask everywhere and it cost them to keep on buying face mask. We create this product because we want to help them to solve their problem. There is currently no other company in Malaysia right now that produces this mask steriliser box with the Vaporized Hydrogen Peroxide (VHP). We usually saw a steriliser box with Ultraviolet (UV) light. Our company is the first one to create this product with that method.

Our product is very suitable for those who concern about their hygiene. Because we know that when some people take off their face masks, they will place them anywhere without knowing what bacteria might be on the surface. Therefore, our target market for this product is middle to upper-class income level.

When we create this product, our goal is to help people cut their costs by frequently buying face masks. And we also wanted to decrease the environmental problem that causes by people throwing their used face masks.

SaniVapor Tech's Business Model Canvas (BMC) will have nine divisions, each with its unique function in its operations, and we will explain it in more detail in this report. We will also provide the Strength, Weakness, Opportunity, and Threat (SWOT) of our company in this report because we want to know what ability to give to consumers out there and what things we need to improve in the future. We also did a comparison on the strength and weakness with two other competitor that produces sterilisers, such as Philips and 59S.

We also hope that our company can expand our target audience in the future not only for middle to upper-class income level but also for everyone out there. We also wanted to extend our marketing not only in Malaysia but all over the world. We hope that people can start to recognize the existence of our product in the market.

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND

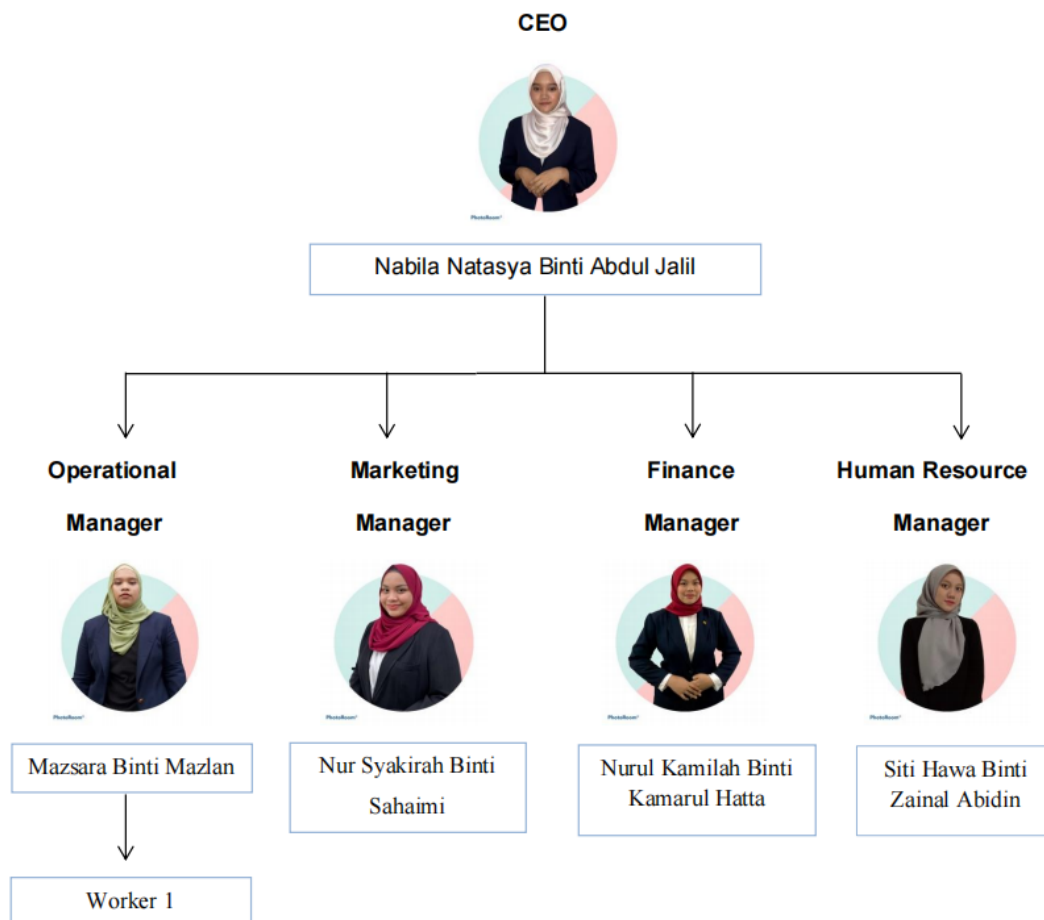


FIGURE 1: SANIVAPOR TECH ORGANIZATION CHART

Our company's name is SaniVapor Tech which **consists** of five members and one staff. SaniVapor is the combination of 'Sanitiser' and 'Vapor' while our tagline is 'Sterilise for a better choice'. Our company **mission** is to reduce the human consumption to save environment, while our vision is to embedded human with technology. Our company and warehouse are currently located in Melaka. Since we are formulating new product and incurred high cost to our company, we decided to base our office in the warehouse to cut cost. There are four departments in our company which are Marketing, Finance, Operation and Human Resource department. There is one staff under the Operation Department to help sorting out our stocks and products in the warehouse. The company was founded by Nabila Natasya, the CEO of the company, as she sees a big opportunity to grow the business as it can be related to the current situation in Malaysia.

Our company is selling a mask steriliser box that uses Vaporized Hydrogen Peroxide (VHP) as the sterilising agent with an add on dryer. This product could be considered as new to the market as there are no companies in Malaysia that sell this kind of product. However, there are similar products such as baby bottle steriliser and Ultraviolet (UV) light steriliser box. The function of these products is the same as ours, which is to sterilise things to prevent bacteria or viruses. However, our product requires our customer to refill the VHP every time they finish using it. The customer does not need to buy a new mask steriliser box but they could just buy the VHP liquid from us or send the box to us for a refill. As we know, the current COVID-19 pandemic requires us to wear masks everywhere and anywhere we go to stop the viruses from spreading, that is why we think that this product is suitable for everyone that thinks that hygiene is important.