



اَوْنَبُوْ سَيِّتِي تَيْكُو لُو كِي مَبَارَا
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MARA



CUP N' COASTER COMPANY

BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

Cup N Coaster is a new business that provides very innovative products that are quite beneficial to the general population. Cup N Coaster is a multipurpose gadget that serves two primary functions: as a mobile phone charger and as a cup coaster. This is a device that allows you to charge your phone using hot or cold beverages. Among its benefits is that it is a coaster that not only protects your table from cup rims, but also charges your smartphone via a hot or cold beverage.

In today's world, smartphone use becomes critical, and almost everyone will have one for daily use. Through our observations, we have determined that this gadget is essential and absolutely required by a large number of individuals. This is because it is extremely simple to use and complex, which solves the problem of charging the smartphone without using energy and is totally dependent on the ambient temperature. These chargers power smartphones through the heat generated by a fire or a coffee cup. There are more powerful chargers available, however this can help those who are unable to create electricity for their electronics.

This project will define the Cup N Coaster products' business model canvas, which includes customer segments, value propositions, channels, customer relationships, revenue streams, key activities, key resources, key partnerships, and cost structure.

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND



Figure 1.1 Company Logo

The idea of creating Cup n' Coaster Sdn Bhd was established on June 1st, 2021 and will be registered under the Companies Commission Malaysia or also known as CCM. This company will be a partnership company, fully owned by 5 Bumiputera titled women. The targeted location for the office of Cup n' Coaster Sdn Bhd is at Glo Damansara, Kuala Lumpur. The location is very strategic as it has a public transport attached to the building, a full dining and restaurants across the building and also a non-busy building which is suitable for offices.

The business structure of Cup n' Coaster Sdn Bhd will be registered as a Private Limited Company which is the Sdn Bhd. The products that Cup n' Coaster offers are such as Innovative and unique cups, coasters and other appliances that are related to cups and coasters. Cup n' Coaster will be focusing their business on online platforms such as eCommerce.

The goal of the Business Model Canvas is to analyse the company Cup n' Coaster's business structure and to observe the company's operations involved in day-to-day activities in order to create a thorough loan proposal to boost and expand the company's growth to the next level. Other than that, this Business Model Canvas is used to improve business understanding and foster strong organisational innovation.

Cup n' Coaster varies their targeted customers, which can be between the age of 20 - 60. Cup n' Coaster will acquire a unique name in the consumer cup market for reasons ranging from its idea of comprehensive aesthetic design to its innovative advertising campaigns.