



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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## BUSINESS MODEL CANVAS

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LECTURER : PN. SITI ZAITUN BINTI SADDAM  
PREPARED BY:

NUR AFIQAH BINTI MANSOR	2019290568
NORSYAFI IMANINA BINTI SAIPUDDIN	2019294286
NUR ASYIQIN BINTI MOHAMAD ARIFFIN	2019290386
MIZA IZZATI BINTI ZURAIMI	2019294104
NUR SYAFIQAH BINTI MD YAZID	2019416296

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# TABLE OF CONTENT

ACKNOWLEDGEMENT .....	1
TABLE OF CONTENT .....	2
LIST OF FIGURES .....	3
EXECUTIVE SUMMARY .....	4
1.0 INTRODUCTION .....	5
1.1 Mission & Vision .....	5
1.2 Company Background .....	5
1.1.1 Organizational Structure .....	7
1.2 Problem Statement .....	8
1.3 Opportunity Recognition .....	9
1.4 SWOT Analysis of two competitors .....	10
1.5 Purpose of Business Model Canvas Preparation .....	13
2.0 BUSINESS PROPOSAL .....	14
2.1 Business Model Canvas .....	14
2.2 Explanation of BMC .....	15
2.2.1 Customer Segments .....	15
2.2.2. Value Propositions .....	17
2.2.3 Channels .....	19
2.2.4 Customer Relationships .....	21
2.2.5 Revenue Streams .....	21
2.2.6 Key Activities .....	22
2.2.7 Key Resources .....	23
2.2.8 Key Partnerships .....	24
2.2.9 Cost Structures .....	25
3.0 CONCLUSION .....	29
4.0 APPENDICES .....	30
5.0 REFERENCES .....	33

# EXECUTIVE SUMMARY

KasaGlo Cosmetics is a start-up cosmetic retail establishment where it produces cosmetic products such as lipstick, palette, eye liner and one special product which is 2 in 1 lipstick with pepper spray. KasaGlo has come up with the idea of creating awareness on women's safety while being all dressed up and pretty. The lipstick will be 29 shades of lipstick and a pepper spray. KasaGlo also produces cosmetics that are Cruelty-Free meaning that no animal is being performed on either finished products or ingredients at any point during production and beyond.

This project would also address the value of the business model canvas of the information found in the BMC for KasaGlo Cosmetics. Osterwalder's Business Model Canvas has nine columns on it and KasaGlo is using each part of the canvas. The canvas elements have included customer segments, customer relationship, value propositions, channels, key activities, key resources, key partnerships, cost structure and finally, revenue streams.

# 1.0 INTRODUCTION

## 1.1 Mission & Vision

Mission: To develop and manufacture cosmetic products that meet the highest quality standards and provide safety for the clients.

Vision: To be a company recognized by the quality of our beauty products and giving the safety kit for the clients

KasaGlo Values is salvation, integrity, commitment, self-sacrifice, wisdom and exceptional quality with women's power. KasaGlo wants the women out there to be safe from danger and look beautiful at the same time. We want to provide women's power where they also are able to defend themselves with the products we have.

## 1.2 Company Background



*Figure 1.1 Company Logo*

The name of the company is KasaGlo Cosmetics. KasaGlow is derived from the word "Kasa" which means "Safe" in Turkish and can also be considered "Palace" in Latin which is "Casa" bringing the meaning Palace of Cosmetics for our store. While "Glo" is a slang word from the United State of America meaning to be in your most confident state of being. We intend to invent the 2in1 product where the customers can be pretty while being safe at the same time. We also would like to be the Palace of Cosmetic where the customers can be comfortable in going to us and leave with