



اَبُو سَيْدِي تِكْوَالُو كِي مَارَا
UNIVERSITI
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MARA

BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530) : CASE STUDY

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It definitely gave us an unforgettable experience and knowledge towards the process from starting up this business, knowing the needs of our customers and so much more that we believe would be helpful in the future for us.

EXECUTIVE SUMMARY

YEPPPO is a newly developed small company and the name Yeppo itself means pretty in Korean and this is suitable with the youthful since our products are targeted to young people. Our company has produced modern talcum in the form of liquid. We have modernized it inspired by the routine use of the ancients who always used *bedak sejuk* to maintain their facial beauty. Besides, it is suitable with the current situation, when everybody has their own career and is busy, so that this innovation could be the best for them in taking care of their face since we used natural ingredients for our products.

Our company has put the mission to maintain and produce high quality products that can solve our customers' problems. Besides, the vision is to be one of the well-known local skincare products in Malaysia and supply our liquid scented *bedak sejuk* worldwide by 2030. Because of that, we need to be up to date from time to time to move along with other developed skin care products in Malaysia.

Yeppo has provided portable business that can go without physical business. This can make it easy for customers to get our products because they can go to an online shop to purchase it. So that, they can order it at any time or everywhere. But on the other side, because we are a new brand in the industry, we lack of experience and have little market presence and reputation in the industry. Hence we will focus on doing marketing in an online platform since people nowadays especially young adults are active in using social media such as Instagram. Besides, we need to compete with other well-known skin care products such as clay mask as a better version of facial powder *bedak sejuk*. Then, to compete and make a name in the skin care industry in Malaysia, we had made an organized plan through Business Model Canvas as a tool of strategy to develop our company. Plus, there are nine elements in the Business Model Canvas (BMC) that we need to focus on such as value proposition, customer segments, channel, customer relationship, revenue streams, key activities, key resources, key partnerships and cost structure. This model has made us clearly to manage the company.