



اَوْبُنُوْ سَيِّتِي تِي كُنُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



(HYGIENE CARE COMPANY)

BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

FACULTY & PROGRAMME : FACULTY BUSINESS AND MANAGEMENT
GROUP : BA243 4B
SEMESTER : 4
PROJECT TITLE : BUSINESS MODEL CANVAS
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EXECUTIVE SUMMARY

Nowadays, we have seen there are many cases regarding Covid-19 that spreads widely to the world including Malaysia. The virus is found everywhere including every state and federal territory in Malaysia. Hygiene Care Company comes out with an idea to introduce our good product with high quality which is multifunctional aroma humidifier to the consumers. We totally concerned about people's health and safety. Our product is quite different with other humidifiers because this humidifier consists of two parts which are essential oil and sanitizer that will combine it to emit steam. It adds moisture to the air for preventing dryness that can cause irritation to the body as well as kill the bacteria, so that people might avoid any diseases especially during this current pandemic. Thus, we need to keep the environment safe and clean for our beloved customers.

Hygiene Care Company always prioritize the customer satisfaction in using the products. We always keep interact with the customers regarding product specification, feedbacks and many more. As nowadays, people love things that faster and more convenience for them that use less energy, time and money. We provide 24 hours of customer service by using online platform such as mobile application to assist the customers. We also have good social relationship among the staffs as well as supplier, retailer, agents and others. Without them, we can't succeed in running the business.

Hygiene Care Company has own mission and vision to get the achievements. Our teammates cooperate together and try very best to run the business effectively and efficiently. We feel glad because we have great partners with well-knowledge and well-training, so that we will help each other to overcome any issues or problems. We just hope our products may give benefits to the consumers' life due to we provide multifunctional product with a reasonable price for them.

By applying Business Model Canvas, we may develop our business to maintain our uniqueness and differentiate from other competitors to attract the customers and maintain their loyalty toward us. We will try our best to gain more profits and customer satisfactions from time to time.

1.0 INTRODUCTION

1.1 Company Background



Name of Company	HYGIENE CARE COMPANY
Nature of Business	Partnership
Industry Profile	Health Industry
Location of the Business	Hygiene Care Company No. 73, Jalan PJ 1, Taman Pertam Jaya, 75050 Melaka.
Date of Established	3 January 2020
Vision	To protect lives by providing hygiene and wellness solutions.
Mission	To keep the world safe and free from invisible threats.
Objective	<ul style="list-style-type: none">• Increase repeat customers each quarter.• Create brand recognition so that Hygiene Care Company is recognized as the best hygiene and wellness solution provider.• A double-digit growth rate for the next two years.• Reduce overhead costs per year.
Target Business	<ul style="list-style-type: none">• Expand the number of branches in Malaysia.• Become a well-known company in Malaysia among all customers.• Develop more hygiene products to assist more customers.

Hygiene Care Company's main business operation is selling humidifier. The company's vision is to protect lives by providing hygiene and wellness solutions. The mission is to keep the world safe and free from invisible threats. Hygiene Care Company was established on the 3 January 2020. We began the business with an RM50 000 capital contribution from five partners. Thus, our company is based on partnership. The partners invest their money in the business, and each partner benefits from any profits and sustains part of any losses incurred by Hygiene Care Company. Basically, a partnership is generally easier to form, manage and run. We can share the responsibilities of running the business. This will allow us to maximize our abilities. We also share decision-making and can assist each other when necessary.

Furthermore, we have an office that is located at Malacca. We chose this location after conducting research and discovering that there are no other businesses or competitors in the region that operate in the same industry as us. That's make us more confident to grab this opportunity of avoiding threat from other company. We also use online platform such as Shoppe and Lazada to sell our products. Typically, our company offers products in the hygiene category. We have created an exciting range of products that are designed to meet the basic specifications and standards of humidifiers for our customers. The business will drive to the successful way to achieve the target market. We always ensure that the products should be on the best condition before providing to the customers.

Our main product that we create is Aroma Multifier. This is in relation to the latest issue, Covid-19, which has spread around the world. And also, with the increases of so many diseases caused by bacteria and this is concerning a lot of people. As a result, our team decided to develop a new product in order to provide more exclusive features that meet the needs of our customers. We all know that a humidifier is a good treatment because it adds moisture to the air to avoid dryness, which can cause irritation. Thus, we have developed Aroma Multifier as a new multifunction humidifier for customers to use. We are confident in our ability to assist our customers in maintaining their health and hygiene by using our product.