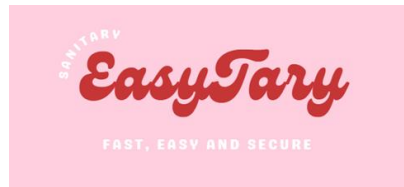




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UNIVERSITI
TEKNOLOGI
MARA



EASYTARY

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

FACULTY & PROGRAMME: HOTEL AND TOURISM MANAGEMENT

SEMESTER: 3

PROJECT TITLE: BMC REPORT

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EXECUTIVE SUMMARY

Easytary is a name of our vending machine business that specializes in providing for the needs and it is also in the interest of women. It is not just like the usual vending machines such as selling water and food but we sell women's necessities. As we can see in Malaysia, services like this may already exist but we often know about them. It is because, these services are mostly done abroad. For instance, wet tissues, sanitary towels and disposable panties. It may sound weird and funny, but in the unconscious service like this is very important and useful. We chose to sell it self-service by using vending machine because it is more innovative, does not require employees to maintain it and the most importantly is it can provide comfort to customers who want to buy.

We chose to sell it self-service as the country's economy has now collapsed due to the Covid-19 virus. So, the services that we provide are not very impactful as we do not have to use manpower as well as do not need to pay their wages. In addition, we have a well-planned strategy where we will place this vending machine in a place that has many people who need it such as in schools, offices and shopping malls. All these places has been our observation because, many women suffer from leakage problems. Due to this happening, then they will need sanitary pad at an immediate rate. In order to maintain the best quality to be provided to the customers, we have selected some well-known companies to collaborate together.

1.0 INTRODUCTION

1.1 Business background



Figure 1.1: Easytary logo

Company Name	EasyTary
Business Address	No 11, jalan 3/26, Parklane Height, Bandar Tasik Puteri, 48020, Rawang, Selangor
E-mail Address	Easytary@gmail.com
Facebook Page	EasyTary vending
Telephone Number	017-6415328
Fax Number	09-6410889
Form of Business	Partnership
Founder	Nur Aida Shahirah
Date of commencement	25th May 2021

Table 1.1: Easytary information

After having a discussion in a group of six, we have decided to choose sanitary towel vending machine for our business and named it as “Easytary”. The named of easytary comes from word easy and sanitary, to make it easier for customer to pronounce and remember we cut it into easytary. The reason we are choosing this business is to helps women out there especially students and working woman to make it easier for them to get the supply of sanitary towel at their area and have a good experience during their unexpected menstrual cycle. We want to create a different

vending machine business other than the one that already exist in Malaysia and to fulfill customer's need. Easytary is a sanitary towel vending machine and other few women's sanitary necessities such as wet tissues and disposable panties. This vending machine business targeted place like woman toilet in school, universities, tourist destinations and also big management company. This is because all those places are a hotspot place that customers usually having issues in getting their sanitary needs. It is much easier for them to purchase their needs just through this machine that already placed in the woman toilet without have to shuttle to the store and back to the toilet again.

1.2 Purpose of BMC Preparation

As we all know BMC stands for Business Model Canvas, so why do we need this for our business? First, BMC is the key for our business's management. This is because it can help us to plan our business strategies. It can also define our communication system with the customers. BMC format is in a timetable so it will be easier for us to visualize our business plan. A BMC will let us assess how our business will do in the market, is it going to do well or not.

Next, the BMC can easily attract our investor to invest in our business. We do have lots of choices for them to choose from. But with the preparation of BMC they can easily finds their interest in particular products and invest in it. They can see our plan to expand the business and they might be interest to help us build the new empire.

Last but not least, by preparing a BMC we can see how our money will flow within the business. We can easily assess our money flow and planning about our financial statement and balance. Even our staff can predict the business journey and expect some bonus by the end of the year.

1.3 Target customer's problem

We live in an increasingly advanced age with the use of various technologies in line and the country's development planning towards maximizing the use of technology in terms of communication as well as in the growing field of business. This may be a bit awkward for older people because in their time there was no such technology. But we must move forward for the progress of the country and also the advancement of knowledge in various fields, especially in the field of business which is progressing every year. Here is the target customer's problem that they may have faced before sanitary vending machine existed.

1. Emergency needs from unexpected menstrual cycle

Some women may face unexpected menstrual cycle which means their period is out of the regular date that they usually fall on. In almost similar cases they also having a variability in menstrual cycle length. Both cases will happen all of a sudden and usually occurs during hormonal changes. When this occurs, they did not prepare any sanitary towel with them and it will be hard for them to get it straight.

2. Forgot to bring sanitary towel with them

This situation usually happened when they are out for working purposes or to travel and most probably they must change their bag. Women are more likely to fill only basic hygiene items such as face wash, toothpaste and toothbrush in addition to skincare and makeup needs in their bag without realizing the important needs such as sanitary towels to bring it along with them. Sometimes it is quite difficult to get a supply of sanitary towels at a tourist destination but it depends on the place they visit.

3. Out of spare sanitary towel

In this situation, commonly happened to students either they are school students or Universities students they must at least once faced this situation. When they are at their institution, usually they did not realize that they are actually out of the spare and normally will ask all around their friends to get the sanitary towels. It quite hard for them to walk around until they could find one and might waste their time while her other friends are learning in the class.

4. Leakage occurs

At the beginning of the period, normal women may face abundant blood flow and this most likely there will a leak. Imagine that they unintentionally stain their clothes especially the panties they wear without have any spare with them. And the worst is if they are all alone without any friends or stranger to help. They could not go out of the washroom with the stain otherwise they would have worsened the stain to the clothes.

1.4 How the product solved the problem

All the above problems can be solved easily only in the presence of having our product, sanitary vending machine named “Easytary”. Easytary vending not only offer a sanitary towel, but also other few sanitary equipment liked wet tissues and disposable panties. By having this machine at the washroom at certain strategic places like institutions, tourist attraction and management company to some extent can reduce the burden and facilitate the affairs of women's there.

1. Ready to purchase

By using this sanitary vending machine, the problem of having sanitary towel out stock faced by women can be successfully eliminated. To ensure that our products can stock a large amount of sanitary, we allocate a relatively large space in vending machine to place all the sanitary stock.

2. Adequate supply

Easytary vending machine promise that all the sanitary are always ready and in stock when people need it. This machine will always be regularly checked from time to time to ensure the supply will not be cut off and refill immediately.

3. Available with disposable panties and wet tissues

In other to help women in emergency situation which is when any leakage occurs to them, we also provide our vending machine with disposable panties and wet tissue. This is an excellent preparation for them in case this happens.

1.5 SWOT Analysis (2 Competitors)

Due to our fresh new idea of business there is no exact competitors that sell the sanitary needs using the vending machine as same as us. Therefore, it is hard for us to find our competitors, but we do have certain competitors who sell the products using different medium which are supermarket and koperasi. We will be putting our vending machine at school, hotel and public toilets, most of the users will buy the sanitary products at supermarket and koperasi as that the only choice they have. So, we conduct some research of supermarket and koperasi about their strengths, weaknesses, opportunities and also threats as they are our competitors

SWOT FOR SUPERMARKET

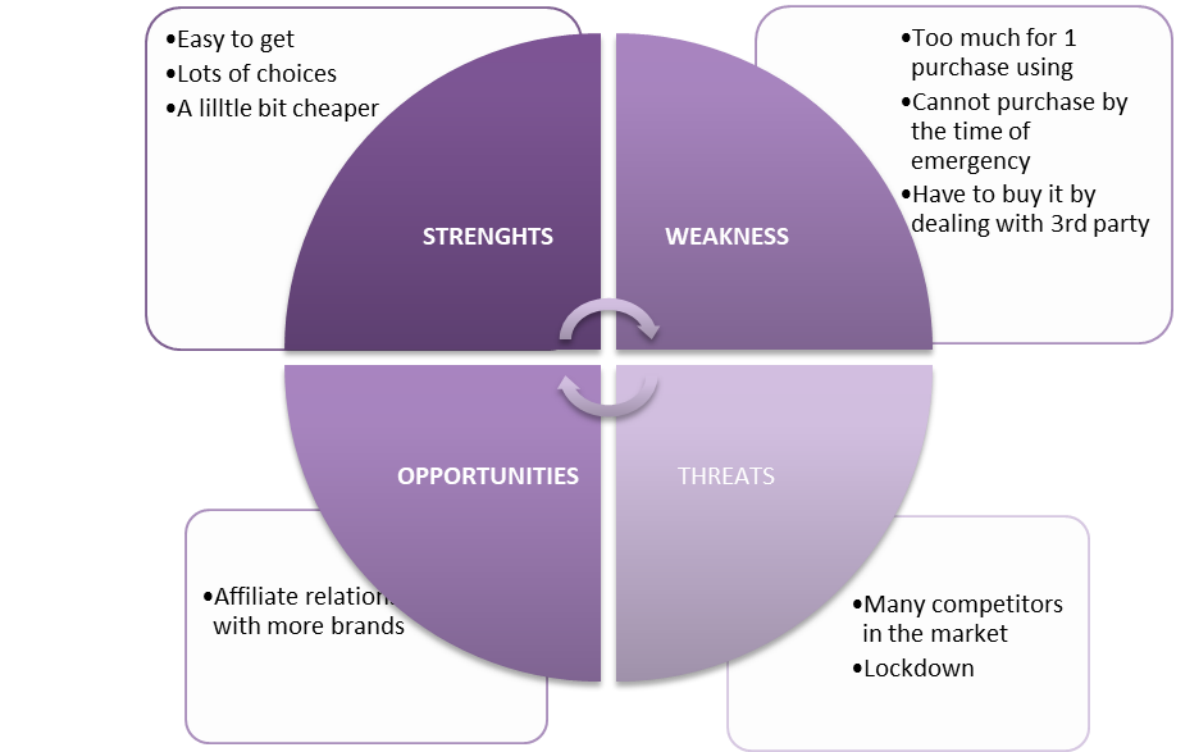


Figure 2: SWOT for supermarket

STRENGTHS

For a supermarket, there are easy to get as they have many choices of supermarket and they are all over Malaysia. So, it is easy for customer to go anywhere and find a supermarket and bought it using this medium. Next, as we know supermarket are big and they have lots of choices. The choices here are the brand of sanitary need products, so the customer have a lot of choices to pick and use. Last but not least, the prices at supermarket are a little bit cheaper than any place that sell the sanitary needs products, it is because once they stock up their stock they will take a lot of it, so they get a cheaper price and they can sell to the customer the cheaper price even after the mark-up.

WEAKNESS

As they have the greatness of their business, so they must have their own flaws. The first weakness that we can find here is too much for one purchase. What does this mean? As we all know if we had to buy the sanitary needs product at supermarket we have to buy it in a pack that quite big, and uncomfortable to bring anywhere. It can be such inconvenience for some person who just want to buy 1 piece of the products. If we want to buy it from the supermarket we have to buy in advance, we cannot do some purchase while in an emergency situation, this might be a deduct point for the supermarket because sometimes people forget to get those for spare in case for emergency like that. Lastly, we have to deal with the 3rd party if we buy it from supermarket, sometimes the 3rd party might be a man and some of us are quite embarrassing of this situation.

OPPORTUNITIES

For a supermarket they have a lot of connection and relations with brand, but for the sanitary needs product it can be less than other items, so the opportunities that they have here is affiliate relations with related brands of the sanitary needs product, there's still some product that they does not have any relation with. For example, disposable underwear and tampons. As we all know Malaysia is a well-known country for the tourists so if we do provide this thing it will catch the attention of the tourists.

THREATS

Early, we did mention about various type of supermarket in Malaysia, so this will be a threat for supermarket, as they don't know each other strategic planning so they can't predict others sales and promotion. They do have lots of competitors in this industry, if they want to survive they have the uniqueness and originality of their supermarket. Other than that, is lockdown, we are still in a lockdown so we are still struggling to strive day by day for some profit so this is the biggest threats at the moment.

SWOT FOR KOPERASI



Figure 3: SWOT for KOPERASI

STRENGTHS

One of their strengths is variation of choices, at koperasi they do provide variation of choices for the student to choose from. This is because not all of the students are used the same brand. Due to existence of koperasi it easy for the students buy their sanitary needs products, some of students might not have any spare time to go buy it from a supermarket so they have an easy access at school which the koperasi who provide their needs

WEAKNESS

Some of the weaknesses that we can find here is higher price and hard for the student. Why it should be like this? The price higher than any place because they do not take large stock so they price a little bit higher than the supermarket, and due to this prices it will be hard for students to buy it. Next, the students cannot purchase by the time of emergency, because if they do have an emergency, they will be in a toilet, and because of that they cannot purchase it by that time. Due

to its small store they can only provide limited stock of choices. For example, they only provide Kotex and Librese. Some of the student might want some other brands.

OPPORTUNITIES

As a koperasi, they always have customer which are the students, they don't have any competitors so if they want to boost their sales, they should provide more choices of sanitary needs products, try to engage with more brands, because some of the students might want to use another brand.

THREATS

Due to its small store, some of the supplier might not place their products there. Furthermore, we are currently in a lockdown, so the business has to be on hold for the time being. Even the supplier has limited their output, so the stock will be limited.

2.0 BUSINESS PROPOSAL

2.1 Business Model Vancas (BMC)

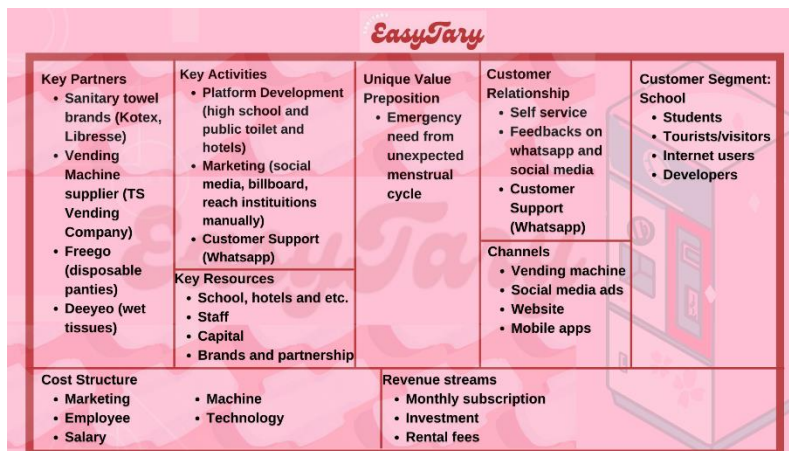


Figure 4: Easytary BMC

2.2 Explanations of BMC

2.2.1 Customer Segments

1) STUDENTS

Students is one of the customer segments that we have choose to be our target market. This is because, our company are basically targeted women or girls as our customers. As we all know students is a group that most of them just reached their maturity or get their periods for girls. That is why we have choose students as our customer segment because sometimes when they are too busy with their studies, they tend to forget about that one time on a month when they will get their period and they will not be prepared for it so, when this problems occur that is when they will be needing our products the most at that time.

2) TOURIST / VISITORS

We believe that this customer segments is also one of the customer that are in need of the help of our products. There are reasons why we included this targeted customer segment in our plans in order to help our business and products to be acknowledge. The reasons why we think tourist or visitors are suitable for our products is because as a tourist that will be travelling or stay in that particular place for few days, they must limit their belongings and needs. They will only pack their essentials need only so that they will not bring too much items with them and in the end of day will be a burden for them. That is why we came up with an idea of our vending machine, so that the tourist will not be burden to brings some items that are not essential.

For example, as a tourists of theme park that there must be an activities that will be needing for you to get wet and be in water so that is the time when a female tourist are in need to purchased our sanitary pad from our vending machine if they are on their period at that time. This can help with their easy movement so that they do not have to worry about being in water with no pads as a backup. They can just easily buy one from our vending machine and then, they can just continue their activities in theme park as usual without any worries and disturb

3) INTERNET USERS / NETIZEN

This will be our main customer segmentation. This is because we will be using the power of Internet as one of the strategies to help our products growth massive and rapidly not only in the country, but worldwide perhaps. As we all know, there are variety of social media platform that we can use as our channels to wide spread our products and business. For example, such as Instagram, Facebook, Twitter, Tiktok and many more other social media platformed. Each of the social media, there must be some people that has and gain so many followers that their followers surpass over a hundred thousand and there are called as an ‘influencers’.

This is why we see this as an opportunity for us to introduce our products by hiring or having a collaboration with these influencers. Their numbers of followers is an advantage for us to promote our products. For example, we hire the influencers to do some paid reviews of our products. From that, many people will know that our sanitary pads are in the market for sale.

4) DEVELOPERS

Developers is very important in our business because they will play the role as an agent or distributors for us to expand our business. We will recruit some developers that are interested to gain income by being an agent of our products and be able to place their own vending machine at any public places. Indirectly, they will also gain some income and profits from being our agent.

For example, they also will get a special price and promo from us if they become our legal developers. They are many other benefits that our developers will get by being the legal developers. They will be guide from A to Z not just about our products but also about business in general. Our aim is to help women in their economics and financially independent.

2.2.2 Value Propositions

Emergency need from unexpected menstrual cycle

We got the idea to do this business because most of women often face sudden period problems. With this vending machine that we produce, women no longer have to worry if faced with an emergency problems like that. Why? It is because, we will place this vending machine in the public areas just like in schools, workplaces and malls. Places like these have been our observation because this sudden leakage problem often and not everyone has a sanitary towel at the same time.

Sometimes in schools such things often also happen to female students who are experiencing leaks and by chance no one has more pads. With no choice, the student had to go home to change clothes and so on. It is already a loss because that student is already behind in lessons. This is the only reason that we can see as a minor problem but it greatly affects the person who have to deal with it because it does not involve hygiene only but enduring menstrual pain is also a difficult one.

Next, there are several ways to make a purchase on this machine. This machine accepts payments in coins and also can use Malaysian Ringgit (RM) but the maximum value that will received is only RM20. Just enter the money according to the value of the item to be purchased, then press the button that have provided. It will come out and can be used as usual. Actually, this machine is focused on women but for men who want to buy wet tissue for their use or other necessities for his wife is also not being a problem at all.

The payment system are depends on everyone as well. We just want to give best possible facilities and services to our customers. For instance, if this machine is available at school, we provide the coins and cash payments specifically for students while E-wallet payments are for the teachers. Likewise if we place this vending machine in other places such as shopping malls and also workplaces, it is not a problem if people want to make a cash or E-wallet payments. We only provide the options to further facilitate our customers when making a purchase.

Lastly, we feel that our idea to run this business is a wise thing because, not everyone will feel it is necessary and convenience thing. But many people just thought it was a shameful thing just because it was put in front of the public. In abroad, this services are considered as normal but not in Malaysia. In the unconscious, we ourselves need to change our perceptions and need to always be an open mind person and with that, we can help our country to move forward like the other develop country.

2.2.3 Channels

There are some channels that we decided to use in order to expand promote our product to the markets. We decided to choose some of the channels as we thought that these will helps our business and product to grows and being well-known. From our researched, these channels really help some business to grows, that is why we decided to follow the lead and hoping that our

products will be hit. Some of the channels that we have decided to use in our business are vending machine, social media ads and mobile apps. We hope that these channels can help our business.

1) VENDING MACHINE

A vending machine is an automated machine that provides items such as snacks, beverages, cigarettes and lottery tickets to consumers after cash, a credit card, or a specially designed card is inserted into the machine. The first modern vending machines were developed in England in the early 1880s and dispensed postcards. Vending machines exist in many countries and, in more recent times, specialized vending machines that provide less common products compared to traditional vending machine items have been created.

Our targeted places for our pads vending machine is places that are crowded with people and places that are high in potential for our vending machine to operate. For example, we plan to placed our vending machine at schools, universities, hotels, tourist attractions such as museums, zoos, public toilets and etc . In our vending machine, we did not just sell sanitary pads, but we also include some wet tissues, soaps and many others sanitary items.

2) WEBSITE

A website (also written as web site) is a collection of web pages and related content that is identified by a common domain name and published on at least one web server. Notable examples are wikipedia.org, google.com, and amazon.com. All publicly accessible websites collectively constitute the World Wide Web. There are also private websites that can only be accessed on a private network, such as a company's internal website for its employees.

Websites are typically dedicated to a particular topic or purpose, such as news, education, commerce, entertainment, or social networking. Hyperlinking between web pages guides the navigation of the site, which often starts with a home page. Users can access websites on a range of devices, including desktops, laptops, tablets, and smartphones. The app used on these devices is called a web browser.

‘Easytary’ website is basically for us to provide information about our product and steps on how to use our vending machine. We also wanted to spread awareness about the hygiene and the important for girls and boys out there that once a month a girl will be on their period and they it

will come suddenly so they may be sometimes that they are not prepared or did not bring their pads with them. That is when, they will be needing our vending machine for them to buy some pads and any other sanitary items.

3) MOBILE APPS

A mobile application, also referred to as a mobile app or simply an app, is a computer program or software application designed to run on a mobile device such as a phone, tablet, or watch. Apps were originally intended for productivity assistance such as email, calendar, and contact databases, but the public demand for apps caused rapid expansion into other areas such as mobile games, factory automation, GPS and location-based services, order-tracking, and ticket purchases, so that there are now millions of apps available.

Apps are generally downloaded from application distribution platforms which are operated by the owner of the mobile operating system, such as the App Store (iOS) or Google Play Store. Some apps are free, and others have a price, with the profit being split between the application's creator and the distribution platform. Mobile applications often stand in contrast to desktop applications which are designed to run on desktop computers, and web applications which run in mobile web browsers rather than directly on the mobile device.

We have chosen mobile apps as one of our channels in order to make our business grow is because, as we are living 2021 'IT' has been a massive growth in our lives right now. Everyone in this world at least must have one gadget devices. That is why we have decided to develop our own mobile apps that users can easily download it through apps store for android users and Istore for apple users. We develop this mobile apps to be simple and easy to access. For instant, in this apps we included an 'e-wallet' features. This 'e-wallet' is an easy way for our customers to buy our sanitary items at the vending machine through our mobile apps. All they need to do is, they just need to top-up some amount of money in their 'e-wallet' through online banking and then they need to scan a QR-Code provided by the mobile apps at our vending machine then they are good to go. The money will be deducted through their 'e-wallet'. This feature has made our customers buying process much more simple.

5) SOCIAL MEDIA ADS

Social network advertising, also social media targeting, is a group of terms that are used to describe forms of online advertising that focus on social networking services. One of the major benefits of this type of advertising is that advertisers can take advantage of the users' demographic information and target their ads appropriately.

Social media targeting combines current targeting options (such as geotargeting, behavioral targeting, socio-psychographic targeting, etc.), to make detailed target group identification possible. With social media targeting, advertisements are distributed to users based on information gathered from target group profiles.

Social network advertising is not necessarily the same as social media targeting. Social media targeting is a method of optimizing social media advertising by using profile data to deliver advertisements directly to individual users. Social network advertising refers to the process of matching social network users to target groups that have been specified by the advertiser. Social media advertising involves creating content on social media platforms, engaging with followers, and running social media advertisements.

Social media ads are our main channels for us to promote our products. This is because social media is the most powerful platform in the business industry in order for them to growth. There are so many ways and benefits that we can get from social media advertising if we know the right way make use fully of the social media. We have decided to create a social media account like Instagram, Facebook, Twitter, Tiktok and many more. As we can see there are many social medias famous or influencer are being created through social media. That is why we have collaborated with some of the social media influencer in order for them to promote our products worldwide and make our products well-known. For instant, we delivered some of our brand items to the influencer and then they will make a review with our products. This can help our products to be well-known, it is because the influencers themselves has a large number of followers on their social media platform so that all of their followers will be alert that our products are in the market and they will eventually start to look up for our products.

2.2.4 Customer relationship

Customer relationship are focusing on how we ensure the sustainability and succeed of every business. The business must choose sort of interaction they prefer to keep in touch and support customer either from near or far. There are many customers relationship that business can determine in other to make sure their business run well. For our business we choose three which include self-service relationships, quick service relationships and customer support service relationships.

1. Self-service

Same as others vending machine concept, our vending machine product also using self-service to purchase the item. That means there is no customers service that going to help them but we already put the steps on how to purchase any sanitary items. Customers need to purchase automatically at our sanitary vending machine by their own.

2. Quick service

Vending machine business is getting a lot of attention and support due to its efficiency and fast service than if people buy something manually in stores. This make our sanitary vending machine will be become the main choice of women to facilitate them and no longer have to walk to a nearby store to get supplies of sanitary towels and so on.

3. Customer support

We provide customer support through whatsapp incase customer has any issues or willing to give any recommendation. Customer can share any feedback on whatsapp to our customer support for us to improve if there any deficiency that can be improve or also can post it on social media to introduce our product and its advantages to public.

2.2.5 Revenue Streams

Revenue streams is the source of revenue to a company and organization. In this segment we will know how money sources can grow our money and generate our income. There are several types of revenue which are, transaction based, service, project and recurring revenue. At our company we used two types of revenue, project and recurring revenue streams.

The project revenue streams is the investment. We will invest our vending machine at selected location only, such as selected schools and hotel. What does it mean by investing at those places? Usually if we placed our vending machine we will put a price for rent, but for those place that have been selected we will place it for free, they only have to pay for the sanitary need products. It is a project that can provide some alternatives for the students and for the public use we will do some collaboration at certain hotel. As we all know, we have to buy the sanitary need products from supermarket and pharmacies but some of us might not prepared beforehand, so the alternatives is Easytary, it is because we will placed the vending machine at the toilet.

Other than project revenue streams we also use recurring streams. This is the most commonly streams that have been used for other business. It is because we can predict and assures the money that we've been generate through our business. As I said before, unless for the selected place we will put a price for the machine rental. For example, for the public toilet and shopping complex toilet there will be rental fee for them if they want us to place the vending machine there. They just have to pay for the rent and everything will be managed by us, including the electric bills and stock. Next, subscription for our regular and VVIP customers. It works by downloading our applications and they can choose three types of subscription, we have lifetime, yearly and monthly subscription. For the lifetime subscription they will be selected as our VVIP customers and we will provide postage service for them. We will ship our products for them monthly, so there is no need for them to go to our vending machine. Meanwhile, for yearly and monthly subscription they can use the application for scanning the barcode at the vending machine and the can choose their products and take it.

2.2.6 Key Activities

Our main activity for the success of this business starts with finding a place or client for us to place our vending machine. We conducted research to identify some suitable places to be placed and also based on feedback from some of our respondents. The most important thing in achieving the success of this business is the main activity by targeting our customers with the highest demand in various platforms such as secondary schools, hotel and public toilets. We focus on the following targets because of the very high demand in the event of a deck emergency because things that happen to women happen out of control. In addition, our main goal will also be promoted in several places such as billboards and social media such as Facebook and else. We chose to spread about

our product on social media because it is one of the excellent marketing to introduce to the public. People also do not have to feel worried if it happens when they are outside in a state of unpreparedness. In addition, we will also introduce our products to any institutions to spread the word about our products and in turn will be our next target market. Next, support from our customers can also be received through the WhatsApp application which in turn can be of the sources for us to get feedback and improvements. We will also always strive to improve our performance and in turn be able to attract many potential clients. Finally, once we have successfully placed the vending machine, we will conduct inspection activities and stocking up the stock in the machine every month to ensure stock is always available. At the same time, we will take our revenue to prevent unwanted incidents from happening.

2.2.7 Key Resources

We have four sources that are the main sources to us. The following resources are physical resources, human resources, financial resources and intellectual resources. For physical resources where our main source is vending machines that we place in some places such as schools, hotel and else. We also have a special vehicle where our official vehicle to monitor our products. We need specialized vehicles because we have a quite a lot of products and need regular monitoring to take our revenue every month.

As for human resources, we have staff who are our employees which is one of the important resources of this business. Each staff is assigned to their respective and specific place where they will notice or monitor each machine. We also have a dedicated staff as a public relation where he is responsible for the management of our clients.

Next is financial resources which is the most important resources in this project. The capital upfront in a business is to pay employees' salaries, maintain machines and so on.

Lastly is the intellectual resource. This is because we need to maintain and defend our brand because it is a business that we run to help the women out there not to feel overwhelmed. In addition, our source under this intellectual is our partnership. This is because we need a brand that is often used by all women as well as well-known brands without them feeling apprehensive about our product.

2.2.8 Key Partnership

1. Sanitary towel brands

It is normal for all women to have a menstrual cycle on a monthly basis and it will require us to find and wear a sanitary towel. As we all know, now there are many different types of brands that sold in the market. But, many people do not care about the materials that have been used to make these sanitary towels. Apart from the brand, it is also important for women to know and care about the types of pads that are widely sold in stores. This is because, each type of pad has different functions that not everyone knows about.

The first thing first that we need to know is sanitary pad have two types of significant differences which is it have wings and without the wings. The functions for these two are different. For women who are actively moving here and there, it is advisable to use a pad that has a wing as it is more secure but there are some people who are uncomfortable with the presence of the wing, can still also wear a pad without it but its movement maybe a bit limited. The important thing is to choose a sanitary towel that is comfortable to wear.

Next, the brands of sanitary pad that we will collaborate in our vending machine business are Kotex and Libress. So, our customers still have a choice which one they want to choose in the emergency situation. We have chosen three different types of functions namely 'slim' which is the second thinnest pad and suitable for people with normal flow. The second one is 'maxi' which can absorb a lot of liquid in the range of 50ml and the last one is 'maxi night'. It is a pad specially made for women to wear at night to prevent any leakage. Each of these pad types has a wing and some do not have. All of these sanitary pads are sold at a different price.

2. Vending machines supplier

As the world changed towards more sophisticated and modern, all things have become simple and easy to find no matter it is an object or information. Everything is at your fingertips only. As well as the service that we are offer which is a vending machine that sells sanitary towel. Our main purpose of providing such a service because we want to provide convenience to women if experiencing emergency times where they need these sanitary towels but need to find it in a certain store.

Before we started a business that used machine services only, we were very concerned about the quality in business to give satisfaction to the customers. Therefore, we decided to get the high quality vending machines from TS Vending Company at a reasonable price. This is because, this companies have already set the prices for anyone who wants to collaborate with them in doing business. The estimated price for a vending machine is RM6,000 to RM10,000. It also depends on the amount that we want to buy it and this company will give us a special price.

Furthermore, we can save the costs in terms of purchase, service and also the cost to repair the machine if there is any damage. Purchase costs can be reduced as we have received a discount when making an initial purchase. Service cost savings can be done because we do not use human services at all. The cost of repairing the machine also can be reduced because they provide special services to repair it if there is any damage. So, we do not have to worry about the machine. Both parties will ensure that the vending machine is able to function properly without any problems. This needs to be emphasized as customers comfort is our top priority.

Other than that, here are some of the specifications for this vending machine.

- ✓ Anti-explosion, dustproof, waterproof luminous metal keyboard
- ✓ Drop sensor
- ✓ Customization of spiral slots
- ✓ Normal temperature
- ✓ Maximum product choices: 30
- ✓ Machine size: 1940(H) mm x 1121(W) mm x 771(D) mm
- ✓ Weight: 200kg
- ✓ Electricity: 100V/24V,50Hz/60Hz

3. Freego

Freego is a brand that is quite familiar to the public. It is a disposable pantie that has 7 pieces in 1 package. The price is quite cheap compared to the others and what is interesting is that these panties have a variety of colours and patterns. Although it is just for disposable, but there are also many women who will buy because they are attracted to the colour and pattern. Not only the machine we want is quality, but the goods we sell we will also make sure it is of good quality. These Freego

disposable panties are very breathable and have a comfort fabric which is made of cotton and nonwoven fabric.

It will not cause itching and feel hot or uncomfortable. It is a non-toxic fabric, antibacterial, anti-static and the most important thing is it is safe to use. Each panties come with individual packaging. In addition, these disposable panties are ideal to carry while traveling, outstation, confinement and more. This is because, its texture is light and easy to carry anywhere and it does not take up much space to put in the bag. It also becomes a very important and much needed thing during emergencies where there is a leak or an irregular menstrual cycle. When we are in comfortable, we are happy and confident to do something.

4. Deeyeo

Wet tissue has become a thing that is considered mandatory and much needed especially in the current pandemic. It is not just to clean all the impurities and also the viruses, but if the women are experiencing a leak, it also becomes very important to clean the area where the leak occurred. It comes in a very small size to make it easier for customers to store in their bags. It does not require a large space. This is the reason why it is called as mini tissue wipes. Although it is small, but the sealing design can keep moisture and prevent pollution

In addition, this wet tissue does not have any additional chemicals and will not cause irritation. So, it is very suitable for use on babies too. The materials that has been used is non-woven fabric. Other than that, this wet tissue can also be used as a make-up remover. It can make it easier for customers who want to remove make up but do not have a remover. Not only simplifies but it can save money as well. With this, we can enjoy a clean life anytime and anywhere.

2.2.9 Cost Structure

Cost structure is an important element for operating any type of business. There are two types of cost structure, fixed and variable cost. Fixed cost remains unchanged regardless of the amount of company output productions. Meanwhile, variable cost depends on the production output volume. The fixed cost at our company is our employees. We need to pay for their salary. In term of variable cost we have several of its, production that contain machine and raw product. Other than that, we also have technology development and marketing.

For the production part, we have to purchase the machine depend on the demand of the market, this concept also will be applied for the raw products. If there are some organizations that demand for our vending machine we will start providing the vending machine by the time they place their order. For monthly check-up and stocks up we will sent our employees there.

In term of technology development is we will be updating our applications to be able to interact with latest software. We will also make sure our application up to dates, so then we have to hire the specialist in that area. For marketing segment, we will be promoting our business through social media and influencer, so we have to pay for the ads that generate through all our social media and we also have to pay the influencer for the paid review.

CONCLUSION

In a nutshell, we believe that our business 'Easytary' will be a hit one day. We can assure that because we can see that our products is a rare product and there are not much competitors so as one of the seller, we believe that our products has it own strength that others might not have. There is value in our products that can make us shine in this industry. It is because our ideas of products are fresh and we our aim is to meet customer wants and needs. Their feedbacks and satisfactions are very important for our business.

Customers feedback is one of the ways that we can improve our products by accepting any flaws that we need to improve. Supports from our closed ones is also important in order for us to grows in the future. We have sacrifice many things to assure that this business can grow. In terms of times, physical, financial, we give our all and hearts to make this as a success. 'Easytary' is created to make sure that women out there can do move freely and do their daily activities without any worries and disturb.

Hygiene is a very important and crucial things for us especially that now we are facing hard time during the pandemic. We have to always take care our hygiene wherever we go so, that is why we came up with 'Easytary' vending machine so that people do not have to worry if there are out to do some chores but did not bring any sanitary items. Our vending machine will be the solution it, as we provide the things that they seek for.

Lastly, we just wanted to say that we really appreciate every single support that were given towards us . Every feedbacks and review from the customers really mattered to us . Do not stop in giving support to us because the support from people out there is the only way and strength for us to grew bigger. Thank you so much.

Appendices



Figure 5: Sanitary towel vending machine



Figure 6: Social Media advertising



Figure 7: An example of non-wing sanitary pad



Figure 8: An example of wing sanitary pad



Figure 9: A machine from TS Vending Company



Figure 10: A packaging of disposable panties



Figure 11: A mini wet tissue