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BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

This report is written to understand the use of business model canvas (BMC) as well as the benefits of starting a business in a structural and organized method. Alexander Osterwalder is the creator of this model and it is a fantastic tool for understanding a company model in an organized, clear manner. Using this canvas, we will learn more about our consumers, what value propositions are given through which channels, and how a business generates money. We utilize the business model canvas to better understand our own or a competitor's company model.

Our company, D'Mask, is a sole proprietorship business based in Danau Kota, Kuala Lumpur, which provides a contemporary cloth face masks that are both comfortable and protective as our response to curb the virus with the main objective of keeping the people saved. We do not set a specific customer segment as it is the responsibility of each people to wear a mask regardless of demographic factors. D'Mask is guaranteed to have a strong team to build up the business with an experienced and talented Marketing Manager, Financial Manager, Operations Manager, and finally Human Resource Manager.

In the report, we have analyzed our two main competitors by using SWOT analysis and identify what are our strength, weaknesses, opportunities, and threats compared to them. It is a simple yet useful tool to help us build on what our company do well, addressing the lack in several areas, minimizing risks, as well as grabbing the best opportunity whenever possible. This report also contains the nine elements of business model canvas namely customer segments, value proposition, channels, customer relationship, revenue streams, key activities, key resources, key partnerships, and finally cost structure.

TABLE OF CONTENT

	PAGE
ACKNOWLEDGEMENT	I
EXECUTIVE SUMMARY	II
1.0 INTRODUCTION	
1.1 Company Background	1
1.2 Problem Statement	2
1.3 Opportunity Recognition	2
1.4 Swot Analysis (Two Competitors)	3
1.5 Purpose of Business Model Canvas Preparation	5
2.0 BUSINESS PROPOSAL	
2.1 Business Model Canvas (BMC)	7
2.2 Explanation of BMC	7
3.0 CONCLUSION	13
4.0 APPENDICES	14

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND

D'Mask is a sole proprietorship structure and a small-medium sized enterprises (SME's) company that was established in April 2020. It is an online business selling cloth face masks where most of the buying and selling activities will be conducted through our 24 hours operating-website. Whereas packaging and distribution tasks will be done at our headquarter which is located at Lot 35, Danau Kota Suite Apartments, Danau Kota Komersial, No.1 Jalan 6a/6, Jalan Taman Ibu Kota, Taman Danau Kota, 53300 Kuala Lumpur. The products will be distributed to retailers and agents to be sold to customers.

The name D'Mask was inspired by two words, double-masking, of which happened to be a practice that is recommended by the Ministry of Health Malaysia in order to protect ourselves from spreading the Covid-19 virus. The idea started way back when the virus struck the nation at the early stages, where every Malaysian citizen is mandated to wear a face mask every time, they go out for running errands, commute to work, or literally anywhere. The first stage of using a face mask gives the wearer a feeling of discomfort as it makes us sweat a lot more due to the inability for our skin to breathe. Plus, a single face mask does not provide the wearer a full 100% protection against the virus.

It is from that experience that we were able to come up with an outstanding product to overcome those problems. With the utilization of high-quality recycled materials, D'Mask provides comfort and ease to ensure a pleasant user experience. Being a face mask that is made from cloth, it means that it can be washed and reused for the next day which saves consumers' time and money to buy for a new face mask stock. However, the cleverest feature of this product is the ability to insert a second mask through a hole at the side of D'Mask to provide an extra layer of protection from the virus. Apart from it being hijab-friendly, it is guaranteed to be the most beautiful face mask on sale as there are various colors and patterns available to brighten up the dull appearance of face masks. The price for a pair of D'Mask starts at a very reasonable RM40 and tops out at RM60 considering the number of amenities featured.