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Table of Contents

ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	6
1.0 INTRODUCTION	7
1.1 COMPANY BACKGROUND	7
1.2 PURPOSE OF BUSINESS MODEL CANVAS	8
1.3 TARGET CUSTOMER'S PROBLEM	10
1.4 PROBLEM SOLUTION	11
1.5 OPPORTUNITY RECOGNITION	12
1.6 SWOT ANALYSIS	13
1.6.1 MAGIC GIFT 4U	13
1.6.2 BATTI EXPRESS GIFTS	14
1.6.3 BASKET OF GOODIES	15
2.0 BUSINESS PROPOSAL	16
2.1 BUSINESS MODEL CANVAS	16
2.2 EXPLANATION OF BUSINESS MODEL CANVAS	17
2.2.1 CUSTOMER SEGMENTS	17
2.2.2 VALUE PROPOSITIONS	18
2.2.3 CHANNELS	20
2.2.4 CUSTOMER RELATIONSHIP	21
2.2.5 KEY RESOURCES	22
2.2.6 KEY PARTNERSHIP	23
2.2.7 KEY ACTIVITIES	24
2.2.8 COST STRUCTURE	25
2.2.9 REVENUE STREAM	26
3.0 CONCLUSION	27
4.0 APPENDICES	29

EXECUTIVE SUMMARY

Magic Gift 4u is a company that provide a service surprise gift which a valuable gift box that includes gifts for someone that we love such as family, friends or even lover to express affection, and is an extension of the social needs of a packaging function. We will buy or produce presents by hand for special days or anniversaries. All of this requires the use of lovely packing boxes to convey romance or solemnity. In particularly, put a lovely ribbon on the box, no matter what the gift is, and it will instantly make the gift more beautiful. The hand-made, huge, and round bow becomes part of the packaging, giving tension and vitality to the packaging while conveying the gift's quality and value. Besides, appearance of the box and the gift also plays an important role. We not only using the box, but we also offer a bouquet of flower when there is a demand from customer. We also offer a few combos' that customer can give a variety of gift to their loves one such as cloths, necklace, chocolate, Spotify plague, perfume and many more. Other than that, the price is affordable to all people. Our product is suits both gender whether a man or a woman. Our targeting market is for someone that wanted to give a present to someone they love but in surprise way. Magic Gift 4u is suit and open to all race, ethnic, region. Our surprise gift box suitable in any important event such as Mother's Day, Father's Day, Birthday, Anniversary and so on.

Then, it has already been observed by our group that in Malaysia we do not handle so much about surprise service where the demand for surprise is very high in the market now. We also provide an agent for different state, due to that customer can easily reach the agent based on their location. We are also available in online and offline. We can be found in a social media platform by searching our company name. In addition, people are now lazy to go out looking for gift and that is the reason Magic Gift 4u is established. At the same time, our company provide a services surprise gift box different from the others and we emphasize the quality of the service more than the price of surprise gift which our goals are customer satisfy and happy. It is because it helps company to growth more and can help company to increase our sales. Due to that we will achieve our company goals.

Lastly, on this assignment our team which is Magic Gift 4u company or our groupmates wanted to present our business proposal which focus on key points or findings about how we want to start and manage of this business by using business model canvas before being operated. The business model canvas that we will focus on is customer segment, values propositions, channels, customer relationship, revenue streams, key resources, key partnerships, and cost structure.

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND

Magic Gift 4U which is well known as the varieties of the surprise gift provided that are located at Kuala Lumpur. This company was founded by Nabilah Farhah in 2020. She managed and organized the business of the company by herself where she thought of making a surprise gift on behalf for the people to express their feelings, appreciation due to the pandemic that hit this country for quite a while. She provides delivery services to those who wants to surprise their loved ones around Kuala Lumpur only. The customization of the surprise gift is based on the customer's budget.

In the middle of 2020, Miss Nabilah Farhah has decided to have partners in different state in order to widen her business and help reaching her customers through varies areas. She has decided to recruit her five friends to join her which is they will be holding a position each such as Sales Manager, Marketing Manager, Operational Manager, Administrative Manager and Financial Manager. We also have decided to name our company as Magic Gift 4U. We chose Magic Gift 4U since we provided many varieties of gifts and customization according to our customer's needed. Customers can ask for many varieties, what they want we to customize it and we will do it like a magic. This company are located at J-5-12 Solaris Mont Kiara, 2 Jalan Solaris, 50480, Kuala Lumpur, Wilayah Persekutuan. This location can be considered as strategic environment as it is located at the hotspot where they will always have tourists passing by and come. The purpose of this business is to make it easier for customers to make a surprise for the people that they want even though they are far away from each other where distance is not an excuses because right now we can make surprise even from anywhere. Make it easier for customers who find it difficulties in reaching out for their loved ones. Even though our shop is located at Kuala Lumpur, not to forget that we also provide postage for you to surprise to your loved ones. In addition, our business has varieties of services that can be offered to. We provide hand bouquet of flowers, flower basket and box as well as a wide range of surprise box which is cloths, necklace, chocolate, Spotify plague, perfume and many more.

Our company's goals to be one of the top shop that provides the best services and satisfaction to our customers. Magic Gift 4U managed to collect of 5 stars rating currently and receiving a positive feedback from our customers. Magic Gift 4U mission is to ensure that distance will not be an obstacle as there is an innovative way of expressing feelings, appreciation, whether it comes from a surprise or a gift to the loved ones. The vision is to be the market leader in surprise and gift service for everyone. Our enthusiastic, passion and confident with our business will help and lead our business to become more successful.