



اَوْنِبُوْرَسِيْتِي تِيْكُوْلُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR IN OFFICE SYSTEM AND MANAGEMENT (HONS.)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

BUSINESS MODEL CANVAS: MASK ON



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SUBMISSION DATE:

9 JULY 2021

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ACKNOWLEDGEMENT

Alhamdulillah, praise to Allah S.W.T., our creator. We were so blessed that finally we managed to put an end to our assignment. First of all, we would like to thank Allah for His mercy and guidance for me to complete this social media portfolio task. We would like to thank Him for giving us good health and ability to complete this assignment peacefully and well. It is always a pleasure to remind us the fine people in this university for their sincere guidance we received to finish my assignment. Without His blessings, we could not be able to finish the task given. Even though there are a lot of challenges that we have faced, we still manage to complete them.

First of all, we would like to thanks to our parents and family members for giving encouragement, enthusiasm, and invaluable assistance to us. Without all this, we not might to be able to finish my tasks successfully. They are been main and biggest supporter in doing whatever things in life and always have our back through best or worst.

Secondly, a lot of thanks to our lecturer of Principles of Entrepreneurship (ENT530), Dr. Syukrini Alini Mat Ali for giving us a guideline on how to make this business model canvas and and giving us the encouragement to complete this assignment. We appreciate all her guidance and concern throughout our progress to finish this assignment from time to time. She never been put herself away whenever we need her as our guidance and monitor of all her students each one.

Last but not least, thank you to everyone that directly and indirectly participates in this assignment. Especially to my family and friends for giving a full commitment, advice, ideas and always reminding me when things go wrong.

EXECUTIVE SUMMARY

Mask On is a partnership business. It is one of the business that sells customize face mask with variety of designs based on our customer's needs. The purpose of this business is to keep our customer safe and healthy from virus. Our business owns a retail store and is available on a digital online platform. Mask On focuses on providing high quality 3-ply mask with variety of design and material to choose. We used "Mask On" as our company's name because it clearly stated that the product we want to sell is related to face mask.

The business model canvas has helped us think about how to start a business. The benefits of using a business model canvas for new entrepreneurs are numerous, as the business becomes more structured and methodical. The business model canvas is a useful tool for comprehending a business model in an organised and easy-to-understand manner, also be utilised to better understand our own or a competitor's company model.

Hence, what makes us different from others is that the customers will receive the high-quality mask, customize a face mask regarding any design they want without limit for orders, and suitable to all types of customers and affordable. We also have provided assistance for helping customer to buy our product such as asking about price, availability and more. These relationships are maintained through customer care executives interacting with customers through live chat at our website or WhatsApp so it can directly address customers concerns, questions, and issues. We use our website and Instagram and Facebook as our media platform for the customer to purchase our products. It is fashion customized mask suited for all people which is for women, men and children. So that our customer can be confident and stay stylish as well as be comfortable for wearing our cloth mask. What is more interesting about our Mask On is it will never disrupt or impact the medical-grade mask supply and you can save your money with just buying our fashion mask and can wear it many times.

In general, BMC has also become a very common tools in the development of the start-up business plans. BMC consist with nine importance elements such as Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Activities, Key Resources, Key Partnerships and also Cost Structure. Business Model Canvas is a tools to create and also analyze business models. Furthermore, by using this Business Model Canvas, we can see roughly on the importance key of element that can we focus more.

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND



Mask On is a partnership business. It is one of the business that sells customize face mask with variety of designs based on our customers needs. Our business owns a retail store and is available on a digital online platform. Mask On focuses on providing high quality 3-ply mask with variety of design and material to choose. The purpose of this business is to keep our customer safe and healthy from virus since our country have been facing Covid-19 pandemic.

The general manager of this company is Nur Afika binti Mazli and this company established in March 2020. Mask On located at L1.03, No. 201, NU Sentral, Jalan Tun Sambanthan, 50470 Kuala Lumpur. This location are strategic since our store in a shopping mall and a lot of people staying nearby. We do believe that if we open our business in this area, we will be able to get many customers that need our products. We registered our company on 15th March 2020 and started our official opening on 17th 2020.

We used “Mask On” as our company’s name because it clearly stated that the product we want to sell is related to face mask. Behind our brand name Mask On it means “wear your mask”. The idea of this name came out from one of our members since we decided to produce a customize face mask. Our slogan stated that “Your safety is our priority” that means we want to provide variety of design and material as long as it will keep our customers safe from any virus because their safety is our responsibilities.