



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْكَوِيْ مَارَا
UNIVERSITI
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MARA

ENT300

**FUNDAMENTAL OF
ENTREPRENEURSHIP**

**BUSINESS MODEL CANVAS
(HANNAHONNE ENTERPRISE)**

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BUSINESS MODEL CANVAS

Key partner <ul style="list-style-type: none"> • Bank (Maybank) • Investor • Supplier 	Key activities <ul style="list-style-type: none"> • Order • Design • Finalize • Proceed • Machine • Finishing Process 	Value Propositions <ul style="list-style-type: none"> • Quality of the printing paper and banner • Affordable price • Good service • Fulfill customer needs and wants 	Customer Relationship <ul style="list-style-type: none"> • Give discount for regular customer • Maintain it quality • Face-to-face 	Customer Segment <ul style="list-style-type: none"> • People from Pulau pinang (mainland) • University's students • Lecture • Secondary school • Teacher • Businessman/woman
	Key resources <ul style="list-style-type: none"> • Raw Material • Machine • Designer • Labour 		Channel <ul style="list-style-type: none"> • Website • Sosial media • Marketing team 	
Cost Structure <ul style="list-style-type: none"> • Absorb the cost when the price of raw material increase • Machine breakdown • Marketing cost 			Revenue Stream <ul style="list-style-type: none"> • Sale of banner & poster • Sale of nametag • Sale of photostat • Sale of print • Sale of rubber stamp • Sale of business card • Sale of customized t-shirt • Sale of sticker 	

1.0 INTRODUCTION



HANNAHONNE ENTERPRIS is a print shop that prints and copies things such as documents and cards. We also do a handheld device for inking and imprinting a message or design on a surface which called rubber stamp for customers that will give maximum satisfaction and brings excitement for them. This company is owned by Nurul Hanna Binti Che Rusli. This is family business that started from her father. A printing business is one of the best business to start with. This is because, the market is wide and growing so that the business opportunity is very high. There is a lot types of printing such as banner, poster, business card and so on. Look people around us, they are wearing shirt can be an opportunity for you to sell printed t-shirt. Company with more than 50 workers might use ID card printed with their employee picture and employee details. Other than that, you can also print business cards, invitation cards, calendar, hang tag or label, letterhead, bags, stickers, posters, mugs, brochures and others.

Business printing also a kind of business where not use large capital to start with. You can start with only 1 machine and once your business growing, you can add machine to make your work easier and faster.

Main reasons why printing business is a good start for business owner are market demand for printed goods increases became bolder, with a wider variety of shapes as well, printing business is very easy to run by anyone, though never formally studied in school or course graphics printing, the percentage of profits that can be obtained from the printing business are relatively large, printed goods are always needed from time to time by anyone, from personal

needs to the organization. Anyone can do print stuff without even having their own printing equipment.

2.0 BUSINESS MODEL CANVAS

2.1 Value proposition

The Value Proposition is foundational to any business or product. It is the fundamental concept of the exchange of value between your business and your customer or clients. Generally, value is exchanged from a customer for money when a problem is solved or a pain is relieved for them by your business.

For HANNAHONNE Enterprise, value that they offer to their customer which customer always choose them as place that they want to make a banner, nametag, sticker and others which is in term of quality of product. Quality that HANNAHONNE Enterprise use is the best among printing company at Seberang Jaya. For example, quality that they use to make a banner is term of texture, HANNAHONNE Enterprise surf is the best which compare with other company's texture of the banner is not good like the their image are crack. But at HANNAHONNE Enterprise, image that we see at the banner are really real. They assure affordability, flexibility and profitability like no other online print shop. They also provide a good service to their customer so tha their customer will come back again. Hereby, HANNAHONNE Enterprise's objective they want to fulfil customers' needs and wants so that they can maximize the profit from the customers.