



BUSINESS MODEL CANVAS

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BUSINESS MODEL CANVAS FOR PORTABLE WATERING TOOLS








The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<p>Key Partners </p> <ul style="list-style-type: none"> - Agricultural related companies that have advanced knowledge about watering system. - Agricultural dealership that stock our watering tools. - Marketing partner. 	<p>Key Activities </p> <ul style="list-style-type: none"> Marketing Product manufacturing Selling and delivering the product Networking 	<p>Value Propositions </p> <ul style="list-style-type: none"> - Affordable price for all the users of this product - Advanced to the existing product - An easy to use product and easy to handle 	<p>Customer Relationships </p> <ul style="list-style-type: none"> -Reward and promotions to the loyal customers - Discount to membership -Customer service call center 	<p>Customer Segments </p> <ul style="list-style-type: none"> - Businessman/ businesswoman - Gardeners - Customers who are looking for an affordable price of watering system
<p>Cost Structure </p> <ul style="list-style-type: none"> - Cost driven structure - Cost characteristics (marketing cost, salary cost, rent, raw materials, components) 		<p>Revenue Streams </p> <ul style="list-style-type: none"> - Product sale - Additional sale 		

1. Value Propositions

The Value Proposition is an innovation, service, or feature intended to make a company or product attractive to customers. It is the segment that compelling about the proposition of my product of why do the target segment need to buy the portable watering tools. For this product, there are some value propositions that can be identified.

a) Affordable price for all the users of this product

The price of the portable watering tools is affordable with respect to its functions. Therefore, the companies or other users that do not high budget are afford to purchase this product.

b) Advanced to the existing product

As we know, the conventional method to water the plants or cultivations is by using the original watering can. However, without any modifications on watering can, it takes lots of time and energy to finish those tasks. Therefore, the portable watering tools is an improvement or an advanced of the watering can with many modifications on it in order to ease the users handling with it.

c) An easy to use product and easy to handle

The portable watering tools product is an easy to use product as it is provided with portable trolley at the base, so the users just have to push with hands in order to move the watering tools. Less energy is needed compared to the conventional method where the users need to carry the watering can that can cause painful on shoulder and arm.

2. Customer Segment

Customer Segments defines the groups of people or organizations you aim to reach or serve. Every company needs profitable customers in order to survive. Using the business model canvas, I can determine what my customer segment(s) will be. A good way to think about this block is to treat it as the demographic information of your customers.

- a) Businessman/ businesswoman- The targeted customers are the businessman and businesswoman that owns an agricultural company.
- b) Gardeners-The gardeners or farmers that own a garden whether small garden or huge one.
- c) Customers who are looking for an affordable price of watering system.

3. Channel

A distribution channel is a chain of businesses or intermediaries through which a good or service passes until it reaches the final buyer or the end consumer. I have divided each channel for making sure how my product reach my targeted customers.

- a) Channel to buy the product
This channel is when the customers are ready to purchase my product. My product would be available in the online retailer such as Shoppe. Other than that, the customers also can go through my company websites to purchase the product.
- b) Channel to deliver the product
I would prefer the courier like Pos Laju, J&T Express and other delivery services company.
- c) Channel after customers buy the product

My customers can evaluate the feedback of the product through websites or call center of the company.

4. Customer Relationship

Customer relationships describes the type of relationship a company establishes with its specific customer segments. Customer relationships are driven by customer acquisition, customer retention, and boosting sales. In other words you need to get, keep, and grow your customer relationships.

- a) Reward and promotions to the loyal customers

My company offers a reward or promotion to the loyal customers that keep buying our products.

- b) Discount to membership

The customers that have been applied becoming the member with company would get some discounts. The retailer that acts as our product distributor is automatically a membership.

- d) Customer service call center will help the customers in handling the product and will instantly reply the customers' questions.

5. Revenue Stream

A revenue stream is a source of revenue of a company or organization. In business, a revenue stream is generally made up of either recurring revenue, transaction-based revenue, project revenue, or service revenue. In government, the term revenue stream often refers to different types of taxes.

- a) Product sale – Every unit of Portable Watering Tools sold is consider as cash profit that exclude the other cost such as operating cost and acquisition cost.
- b) Additional sale