



اَوْنَبُوْرَسِيْتِي تِيْكَنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**TECHNOLOGY ENTREPRENEURSHIP (ENT600)  
BUSINESS MODEL CANVAS**

**Glow In The Dark Marker Pen (GoGlow)**

**FACULTY** : COMPUTER AND MATHEMATICAL SCIENCE  
**PROGRAMME** : BACHELOR OF SCIENCE (HONS.) STATISTICS  
**SEMESTER** : 6  
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**Business Model Canvas**

<b>Key Partners</b>	<b>Key Activities</b>	<b>Value Propositions</b>	<b>Customer Relationships</b>	<b>Customer Segments</b>
<ul style="list-style-type: none"> <li>-Twin brush tip manufacturer</li> <li>-Glow ink manufacturer</li> </ul>	<ul style="list-style-type: none"> <li>- Research and Development</li> <li>- Designing product</li> <li>- Developing the product</li> <li>- Marketing</li> </ul>	<ul style="list-style-type: none"> <li>- More efficient way to write in the dark situations</li> <li>- Have two types of brush tip which are broad and fine tip</li> <li>- The material and substances are safe for the children</li> </ul>	<ul style="list-style-type: none"> <li>- Marketing communications</li> <li>- Rating, comment and review the product</li> <li>- Improve the product</li> </ul>	<ul style="list-style-type: none"> <li>- Lecturer</li> <li>- Office worker</li> <li>- Students</li> </ul>
	<p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>- Technicians</li> <li>- Factory</li> <li>- Office</li> <li>- Machineries</li> </ul>		<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>- Official website company</li> <li>- E-commerce marketplace shopping sites</li> <li>- Stationery shops</li> </ul>	
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>- Manufacturing costs</li> <li>- Production overhead</li> <li>- Marketing</li> </ul>			<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>- Cash sales</li> <li>- Credit sales</li> </ul>	

## **2.0 9 BUILDING BLOCKS OF BUSINESS MODEL CANVAS**

### **2.1 Customer Segments**

The company target the users from students, office workers and teaching staff such as lecturers and teachers. Lecturers and office worker usually uses marker pen when teaching and presenting in the class and office respectively. The glow in the dark marker pen will help this users to write in the dark when the light is turn off. In addition, the users will get more benefit with this product where the others people can see the writing since the ink can be seen clearly in the dark.

### **2.2 Value Proposition**

Glow in The Dark Marker Pen is having more efficient way to write in dark situation. This because it has the best quality glow ink so that the writing will brighter and easy to see when the lights is turn off when doing presentation. Other than that, this product have two types of brush tips which are broad and fine tip. Broad tip is perfect for broad writing while fine tip is perfect who is love fine writing. Furthermore, the material and substance of the product are safe for the children. So parents do not need worry when their kids are playing with the glow in the dark marker pen compare to the other marker pen that have danger substances which not suitable for kids.

### **2.3 Customer Relationship**

Marketing communications very important to make sure customer know about the product. Customer relationship and marketing communication can show that they need each other. After that, knows the customer's satisfaction about the product by rating, comment and review the product and send thanks to them for their honourable comment. Improvise the product also important to make sure the customer more satisfy with the product.

### **2.4 Channels**

Customers can purchase Ceiling Fan Cleaner through online and official website company and the stationery shops. E-commerce marketplace shopping sites also available such as Shopee.

### **2.5 Revenue Stream**

The types of activities carried out by the business depend on the types of revenue that a business records on its accounts. The company involve cash sales and credit sales for revenue stream. Then, the company generates revenue stream from each customer segments.

## **2.6 Key Activities**

In order to deliver the value propositions to customers, research and development will be considered as a key. Designing the product with the features created are the first step to do the product. The design of the product based on the aspects of the business such as manufacturing outsourced. Second step is the company developing the products. In addition, marketing, sales and customer experiences are conducted to boost the channel performance, direct sales and official websites. For the promotion advertise, the company will promote Glow in The Dark Marker Pen (GoGlow) through the social media such as Twitter, Instagram, Youtube and Facebook.

## **2.7 Key Resources**

The technicians are the first key resources. Technicians are expert in engineering. This is because they are trained with special skills and their technique is very good. Then, factory and office needed in the company. The development and management of products will be conducted in the company. Machineries also provided in the company. Machineries used to make the worker easier to work. Machineries also can control the work to produce the product.

## **2.8 Key Partners**

The company choose to partner with a manufacturing company to produce a sub assembly, whilst all the raw materials will be provided by supplier such as Newell and Kokuyo. It is more efficient to contract with a twin brush tip manufacturer to source the best products of marker pen since both company are non-competitors. Moreover, the important thing is glow ink manufacturer also needed to complete the product so that it can be different from the others.

## **2.9 Cost Structure**

The cost structure for the company is salaries and wages. One of the most important aspects of a job for most workers is the wages and salaries. Wages allow workers to make a living from their labor. They also provide incentives to be productive and loyal to an employer. Meanwhile, the examples of salaries are insurance (medical, life, dental, disability, unemployment and worker's compensation), vacation pay, holiday pay, and maternity leave, contribution to retirement (pension pay), profit sharing, stock options, and bonuses. Then, manufacturing costs also the costs incurred during the production of Glow in The Dark Marker Pen (GoGlow). In addition, material handling, equipment maintenance personnel, machineries and factory management include in cost structure. Moreover, production overhead involves in cost structure. To make sure the company make more profit and to avoid loss, the company must make a financial statement reports.