



UNIVERSITI TEKNOLOGI MARA

RAFFIA CUTTER 2 IN 1

TECHNOLOGY : BUSINESS MODEL CANVAS
ENTREPRENEURSHIP (ENT600)
FACULTY AND PROGRAMME : FACULTY OF COMPUTER AND
MATHEMATICAL SCIENCE (CS241)
SEMESTER : 6
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TABLE OF CONTENTS

NO	CONTENTS	PAGE
1.0	Business Model Canvas	3
2.0	9 Building Blocks of Business Model Canvas	4-5
	2.1 Customer Segments	
	2.2 Value Proposition	
	2.3 Customer Relationship	
	2.4 Channels	
	2.5 Revenue Stream	
	2.6 Key Activities	
	2.7 Key Resources	
	2.8 Key Partners	
	2.9 Cost Structure	

1.0 BUSINESS MODEL CANVAS

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Version:

The Business Model Canvas

<p>Key Partners</p> <ul style="list-style-type: none"> - Wood manufacturer - Measurement tape manufacturer - Cutter manufacturer 	<p>Key Activities</p> <ul style="list-style-type: none"> - Designing product - Developing product - Marketing 	<p>Value Propositions</p> <ul style="list-style-type: none"> - Keep the users safe from been injured - Save time and energy - Multitasking - Many features making work easier - Built in measurement tape - Hidden cutter upper and below - String guide - Packaging employees find it simple and easy to use 	<p>Customer Segments</p> <ul style="list-style-type: none"> - Packaging industry - Textile industry - Household
<p>Key Resources</p> <ul style="list-style-type: none"> - Carpenters - facilities 	<p>Customer Relationships</p> <ul style="list-style-type: none"> - Customer's reviews - Thank you email 	<p>Channels</p> <ul style="list-style-type: none"> - Official website - E-commerce marketplaces - shopping sites 	<p>Revenue Streams</p> <ul style="list-style-type: none"> - Building block representing the cash sales
<p>Cost Structure</p> <ul style="list-style-type: none"> - Manufacturing costs - Production overhead - Marketing 		<p>Revenue Streams</p> <ul style="list-style-type: none"> - Building block representing the cash sales 	

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 THE MAKERS OF BUSINESS MODEL CANVAS AND STRATEGYZER

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2.0 9 BUILDING BLOCKS OF BUSINESS MODEL CANVAS

2.1 Customer Segments

We target employees and users from the packaging industry. The industry such as textile industry has to do multiple tasks from the manufacturing to the packaging the textiles. The employees also need extra time to packaging the products which they have to measure and cut the raffia rope separately. This will lead to the delay of works. Next, this will also benefit the overall household, they can organize their stuff within the short time.

2.2 Value Proposition

Raffia cutter 2 in 1 is not only make the user's work easier but also to keep them safe and not to harm themselves. When they use the scissors in rushing situation, the probability to hurt is high. Next, in term of customization, this raffia cutter 2 in 1's design is equipped with many appealing features. We competed it with 2 in 1 function which are cutter and measurement tape in the same product. The users no need to worries as the products also have the string guide which prevent the raffia string from fall dawn after the cutting.

2.3 Customer Relationship

The customer relationship involves marketing communications. Sales supports and customer services. Firstly, we need to ask the customer's satisfaction about our product and send them thank you email as a token of appreciation to them. It will make them love to buy of products again.

2.4 Channels

Customers able to purchase raffia cutter 2 in 1 online through our official website and e-commerce marketplace shopping sites such as Shoppe and Lazada.

2.5 Revenue Stream

The types of revenue that a business records on its accounts depend on the types of activities carried out by the business. Our revenue streams involve the building block representing the cash sales that our company generates from each customer segments.

2.6 Key Activities

Firstly, designing our product with the features created. We design our product with other aspects of the business such as manufacturing outsourced. Secondly, developing the products. The wood experts such as carpenters are hired to ensure the product id developed successfully. Third, marketing the raffia cutter 2 in 1 through the social media such as facebook and Instagram for the promotion advertise.

2.7 Key Resources

The first key resources are the carpenters. They are expert in handling the woods and can design the products to be the unique one and appealing to the target market. Secondly, facilities which are office and factory where the development and management of products will be conducted.

2.8 Key Partners

Key partners are the relationship that we have with other business, governmental or non-consumers entities to help our business model work. Firstly, wood manufacturer which our company need them to supply the high quality wood to us. Secondly, we need the measurement tape manufacturer since our company is unable to produce the measurement tape component. Last, the cutter manufacturer also needed to complete our products.

2.9 Cost Structure

Manufacturing costs are the costs incurred during the production of raffia cutter 2 in 1. Salaries and wages for quality assurance, material handling, factory management and equipment maintenance personnel. Secondly, production overhead that involves office equipment, travel cost and salaries. The company also no make a clear financial to predict the future production to avoid loss and make more profit.