



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

AIRBAG PHONE CASE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): BUSINESS MODEL CANVAS

FACULTY AND PROGRAMME : FACULTY OF COMPUTER AND
MATHEMATICAL SCIENCES (CS241)

SEMESTER : 6

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1.0 BUSINESS MODEL CANVAS

The Business Model Canvas

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Date: 18/6/2020

Version:

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|--|---|--|--|---|
| <p>Key Partners</p> <ul style="list-style-type: none"> - Manufacturers - Casing phone developers - User Experience Designers - User Interaction Designers - Hardware Experts - Publishers | <p>Key Activities</p> <ul style="list-style-type: none"> - Setting up an environment for ideation, incubation, prototyping and entrepreneurship - Casing development - Design - Manufacturing - Distribution - Quality control | <p>Value Propositions</p> <ul style="list-style-type: none"> - Design - Performance - Brand/ Status - Convenience | <p>Customer Relationships ♥</p> <ul style="list-style-type: none"> - Self service - Personal assistance | <p>Customer Segments</p> <ul style="list-style-type: none"> - Phone outlet - Multi-sided platforms |
| | <p>Key Resources</p> <ul style="list-style-type: none"> - Human - Intellectual - Physical | | <p>Channels 🚚</p> <ul style="list-style-type: none"> - Online store - Retail outlets and store | |
| <p>Cost Structure 🛒</p> <ul style="list-style-type: none"> - Cost-driven - Economics of scale | | <p>Revenue Streams 💰</p> <ul style="list-style-type: none"> - Sale of products - Media sales - Rental fees | | |

2.0 EXECUTIVE SUMMARY

This report has been dedicated to discuss the business canvas model of Airbag Phone Case. In this regard, the key partners of the business have been discussed and the key services include the manufacturing, assembly and distribution of company's product. The company is creating value through provision of latest technology products and by handling customer's needs and complaints. The company distributes its products with the help of different retail stores, retail outlets and online stores. It is operating with many sources amongst them; the key resources are the people who are employees of the company, its physical assets and intellectual properties.

3.0 9 BUILDING BLOCKS OF BUSINESS MODEL CANVAS

3.1 Key Partners

The key partners of Airbag Phone Case include: manufactures, casing phone developers, user experience designers, user interaction designers, hardware experts and publishers. They do a variety activities include:

- Provision of raw material to company
- Provision of assembly services
- Provision of manufacturing facilities
- Selling of company's product
- Casing development

3.2 Key Activities

The key activities that perform by company include:

- Setting up an environment for ideation, incubation, prototyping and entrepreneurship
- Casing development
- Design
- Manufacturing
- Distribution
- Quality control