



TECHNOLOGY ENTREPRENEURSHIP (ENT600)

BUSINESS MODEL CANVAS REPORT

BATIK FRAME CLIP

FACULTY : COMPUTER SCIENCE AND MATHEMATICS (FSKM)
PROGRAMME : BACHELOR OF SCIENCE (HONS.) STATISTICS
SEMESTER : 06
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Submitted to

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KEY PARTNERSHIPS <ul style="list-style-type: none"> ▪ Batik industries ▪ Equipment and materials suppliers 	KEY ACTIVITIES <ul style="list-style-type: none"> ▪ Manufacturing ▪ Marketing ▪ Logistics 	VALUE PROPOSITIONS <ul style="list-style-type: none"> ▪ Adjustable frame ▪ Easy to bring ▪ Safety tools 	CUSTOMER RELATIONSHIPS <ul style="list-style-type: none"> ▪ Loyalty card ▪ Discount 	CUSTOMER SEGMENTS <ul style="list-style-type: none"> ▪ Batik industries ▪ Kelantan Craft
COST STRUCTURE <ul style="list-style-type: none"> ▪ Manufacturing ▪ Marketing ▪ Logistics 	KEY RESOURCES <ul style="list-style-type: none"> ▪ Patents ▪ Human resources 		REVENUE STREAMS <ul style="list-style-type: none"> ▪ Batik Frame Clip sales ▪ Change of wooden batik frame 	CHANNELS <ul style="list-style-type: none"> ▪ Word of Mouth ▪ Social media

1. The **value proposition** is an innovation, service, or feature intended to make a company or product attractive to customers. It is the reason why customers turn to one company over another. Something to keep in mind is your value propositions can change, as you gather more data, and is something to be expected. You will most likely end up changing your value propositions several times before you arrive at your final list.

Explanation: For my batik frame clip shop I started with the value propositions of adjustable frame, safety frame and easy to bring. After performing my customer surveys I was able to verify my assumptions that customers would like to have easy to bring and a safety product.

2. **Customer segments** defines the group of people or organizations you aim to reach or serve. Every company needs profitable customers in order to survive. Using the business model canvas, you will determine what your customer segments will be.

Different types of customer segments include:

- A **mass market** focuses on a large group of customers without really distinguishing between different types of customers, and aims to satisfy a set of broadly similar needs and problems.
- A **niche market** is quite opposite from a mass market, focusing on a very specific group of customers.
- A **segmented** market is one in which you have multiple different groups of customers with different sets of needs and problems. In this case you would provide the same product or service with slightly different value propositions to meet the varying customer needs.
- A **diversified** market is similar to a segmented except that it utilizes entirely different sets of value propositions to cater to unrelated customer segments rather than just slightly altering the product.
- **Multi-sided** markets serve interdependent customer segments. For example, a credit card company interacts with both the card holder, and the merchants who accept those cards.

Explanation: For my batik frame clip shop, I found that I had a segmented market, with two distinct segments. The first segment was the batik industry, which would be willing to buy for their production of batik. The second segment was Kelantan Craft, which would be willing to buy for doing exhibition on craft.

3. **The Channel Building Block** describes how a company communicates with and reaches its Customer Segments to deliver its Value Proposition. It is important to understand which pathway (or channel) is best for your company to reach your customers. Below is a brief description that will help guide you in finding the right mix of channels to satisfy how customers want to be reached.

CHANNEL FUNCTION(s):

- ❖ Raising awareness among customers about a company's products and services
- ❖ Helping customers evaluate a company's Value Proposition
- ❖ Allowing customers to purchase specific products and services
- ❖ Delivering a Value Proposition to customers
- ❖ Providing post-purchase customer support

Five Types of Channel Phases:

AWARENESS- how do we raise awareness about our company's products and services?

- ✚ Advertising (Word of Mouth, Social Media, Newspaper, etc.)

EVALUATION- how do we help customers evaluate our organization's Value Prop?

- ✚ Surveys
- ✚ Reviews

PURCHASE- how do we allow customers to purchase specific products and services?

- ✚ Web vs. Brick and Mortar
- ✚ Self-checkout

DELIVERY- how do we deliver a Value Proposition to customers?

- ✚ Over the counter
- ✚ Delivered/Catered

AFTER SALES- How do we provide post-purchase customer support?

- ✚ Call centre

- 🚦 Return policy
- 🚦 Customer assistance

Explanation: Since I had a friend who have the background of batik because her father was involved in batik industry, I assumed pretty early on that Word of Mouth advertising was going to be the #1 way to create awareness for my business. Then, social media ads also would be helping in promoting my product.

4. **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.

Categories of Customer Relationships:

- Personal Assistance
- Dedicated Personal Assistance
- Self-Service
- Automated Services
- Communities
- Co-Creation

Explanation: Loyalty cards and discounts would be the best way to keep my customers coming back and social media and word of mouth were the best channels to acquire my customers. This segment if the BMC need to be focus in order to made successful business.