



# **ENT600**

## **TECHNOLOGY ENTREPRENEURSHIP**

### **BUSINESS MODAL CANVAS**

**FACULTY : FSKM**

**PROGRAMME : BACHELOR OF SCIENCE (STATISTICS)**

**SEMESTER : 6**

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## **KEY PARTNERS**

- Manufacturer

To processing the product, the company need a manufacturer. The number of products produced can also be increased in a short period of time.

- Distribution

The company needs a distribution partner to transport the product to the retailer. There are several distribution partner such as Pos Laju Malaysia, J&T Express and any other courier services.

- Retailer

The company needs a retailer shops to place and sell the product such as Mr. DIY, Harvey Norman, and Sen Heng.

## **KEY ACTIVITIES**

- Research and Development (R&D)

R&D is a very important step which it can represent the company activity in innovating and introduce new product or new features. R&D also can help the company to improve the existing offerings.

- Logistics

In term of logistics, company need a warehouse to create a smooth environment and well management in operating the product. Transportation also required to transport the product to the retailer

- Marketing

Marketing also a very important activity to increase the product sales. There are several example of marketing activities such as advertise product through television, internet, and maybe through social media influencer.

- Manufacturer

Manufacturer are the one who responsible in manufacturing and developing the product. This activity will save a valuable time in the production process.

- Selling

The selling activity will be occurred at retail shops since the company's product will be sell through the retailer.

## **KEY RESOURCES**

- Technology patent

Bling Tracker is a technology created by the company. If other company wants to use the technology, they have to pay royalty to the company.

- Brand

Branding name is very important to create a strong company. This asset will give an exclusive look to the company. If any fake product using the company's name, legal action will be taken.

## **VALUE PROPOTIONS**

Bling Tracker is a key chain that already modified with putting a tracker into it and one of the most backup devices that every person must have. The app can be found on Play Store for Android and App Store for IOS. Bluetooth are required to connect the app and tracker.

When the consumer activate the app, the tracker will produce a loud sound. The uniqueness of Bling Tracker is the sound of tracker also can be selected. For the tracker, the battery are provided. If the battery cannot be used anymore, customer can change it by themselves because it is very easy.

The use of retroreflective on the key chain to improve the visibility in low-lights surroundings and at night. Adding the GPS is a good alternative to help the customers to know where exactly the location of their belongings.

## **CUSTOMER RELATIONSHIPS**

- Long-term

Long-term relationship means to establish a long period of time and even a deep and strong relationship between company and the customers. The company will keep updating news regarding the latest product that the company provided or even giving some voucher to loyal customer so that the relationship between company and customer will be strong.

- Transactional

Transactional relationship means there is no direct relationship between company and the customer. The product will be sold through retail and hardware stores. There is no real relationship occur between company and customers.

## **CUSTOMER SEGMENTS**

Customer segmentation is the method of separating consumers into groups based on common characteristics, so that businesses can efficiently and correctly sell to each group. There are several steps which consumer is divided to give a clear view to market the product effectively.

First, demographic segment. Demographic is based on the age, income or occupation of the target market. There are several groups of age income which demanding the key chain tracker in their daily life. Especially for universities student and workers who need to save their time when finding their lost belongings.

Next, psychological focuses on the intrinsic traits your target customer possesses such as lifestyle or attitude. The company only focusing on customer who has trendy lifestyle for example for those who always up to date with latest modern electronic devices.

Lastly, behaviour. Behaviour has similar measures to psychological but focuses on specific reactions and the way customers make decisions and buying processes. The company only focusing customer who wants to find something that are compact and can give a lot of beneficial. The product surely can meet the customer needs in the market.

## **CHANNELS**

Channel explains how company interacts and reaches with its customer groups to deliver its value proposition. The company products are electrical appliance based, so the retailers such as Harvey Norman, Mr. Diy and Sen Heng are the example where the product is suitable to be sell. These retails are located at many places so that the customer can easily to get the product. Harvey Norman, a well-known Australia-based provider offers a wide variety of electrical, electronic gadget, furniture and bedding items with 15 outlets in total around Malaysia.

In addition, Sen Heng is perhaps one of the most prevalent appliance chains currently in operation with over 100 stores and Sen Heng has surpassed the entry outlets in both Sabah and Sarawak administrative centers. While Mr. DIY chain has increasing over 594 stores all over Malaysia.

Providing the goods at the three separate big retails is one of the tactics in achieving the company's objectives and missions. Besides, because the outlets simply around them, consumers can easily enter the retails to purchase the product.