



**BUSINESS MODEL CANVAS
DWI-FUNCTIONAL CANOPY**

FACULTY : FACULTY OF COMPUTER SCIENCES AND MATHEMATICS
PROGRAM CODE : FSKM
GROUP : 6B
COURSE : CS241
SEMESTER : PART 6
NAME : NUR DEANA AQILA BINTI DEEN BAKRY (2017282566)

SUBMITTED TO
PUAN YUSRINA HAYATI BINTI NIK MUHAMMAD NAZIMAN
SUBMISSION DATE
18 JUNE 2020

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful. Alhamdulillah, all praises to Allah for the strengths and His blessing finally I can finish my business model canvas. Luckily, all the problems can be settled down and adapted properly.

First and foremost, big thanks and special appreciation goes to my lecturer, Madam Yusrina Hayati Binti Nik Muhammad Naziman for her supervision, constant support, and encouragement. Her invaluable help of constructive comments, suggestions, and guidance makes me finally accomplished my task successfully.

Next, sincerely thanks to my classmates who gave me some ideas, feedback, kindness and moral support about my project to complete this business model canvas. Without their support, the ideas could not have been realized. Most importantly, special thanks also to my family for their external support and encouraging me to finish this study.

Last but not least, I would like to express my gratitude to those who indirectly contributed to this research, your kindness means a lot to me. Thank you very much.

TABLE OF CONTENTS

	Contents	Pages Number
1.0	INTRODUCTION	1
	1.1 Objectives	1
2.0	BUSINESS MODEL CANVAS	2
	2.1 Business Model Canvas (BMC) Template	2
	2.2 Value Proposition	3
	2.3 Customer Segments	4
	2.4 Channels	4
	2.5 Customer Relationships	5
	2.6 Revenue Model	5
	2.7 Key Resources	6
	2.8 Key Partnerships	6
	2.9 Key Activities	7
	2.10 Cost Structure	7
3.0	CONCLUSION	8

1.0 INTRODUCTION

The business model canvas (BMC) is an entrepreneur tool and strategic management that allows us to describe, design, challenge, invent and capture values. It also can create a new business model easily and analyze or update the existing business model. There are nine blocks of BMC which are customer segment, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships and cost structure.

1.1 Objectives

- i. To introduce participants as an entrepreneurial tool for the construction of a dwi-functional canopy product.
- ii. To provide transferable knowledge and skills such as hands-on experience using the tool, oral communication, critical analysis and teamwork.

2.0 BUSINESS MODEL CANVAS

2.1 The Business Model Canvas (BMC)

Table 3.1: The Business Model Canvas

Key Partners <ul style="list-style-type: none"> Manufacturer Supplier Retailer 	Key Activities <ul style="list-style-type: none"> Marketing Sales Logistic Managing 	Value Propositions <ul style="list-style-type: none"> Transparent Roof Three Poles of Each Frame Sidewall Manual Controller User-Friendly Product 	Customer Relationships <ul style="list-style-type: none"> Feedback Database 	Customer Segments <ul style="list-style-type: none"> 'Keropok' Entrepreneur Dry Fish Entrepreneur Modern Farmer Canopy Tenant Street Markets Seller
Key Resources <ul style="list-style-type: none"> Manufacturer Factory Delivery Lorry Shipping Services 		Channels <ul style="list-style-type: none"> Physical Store Online Store 		
Cost Structure <ul style="list-style-type: none"> Material Manufacturing Salary and Commission Delivery / Postage Flyers / Banners 			Revenue Streams <ul style="list-style-type: none"> Offers Tips Manual 	