



اَوْنُوْسِيْتِي تِيْكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BMC: SHRINK SWIFT

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1.0 INTRODUCTION

The Business Model Canvas (BMC) is a strategic management tool to quickly and easily define and communicate a business idea or concept. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers and finances. It assists firms in aligning their activities by illustrating potential trade-offs.

The nine “building blocks” of the business model design template that came to be called the Business Model Canvas were initially proposed in 2005 by Alexander Osterwalder based on his earlier work on business model ontology. The right side of the BMC focuses on the customer (external), while, the left side of the canvas focuses on the business (internal). Both external and internal factors meet around the value proposition, which is the exchange of value between your business and your customer/clients.

This BMC can be used to visualize the expectations of such clients and market problems. That will enhance the market strategy and technology implementation. It can also make them more market efficient.

BMC is also used to validate the market significance of products and services which in this case will be technological in nature. Projects of technology are often solutions or processes which solve a technical problem. However, market implementation of such solutions also requires the problem solution to be designed to overcome not only technical barriers, but also market and business-related cost barriers, customer reach and collaborations, and those related to the practical nature of limited initial capacities within the team.

2.0 BUSINESS MODEL CANVAS

2.1 KEY PARTNERS

This relationship will support my business model work and unquestionably will be forces that help my business flourish in areas that would be ineffective for me to do myself. Besides that, by doing this it will give idea for me about market scenario, optimization product and cost. These types of partnerships are strategic alliances between non-competitors and buyer-supplier relationship.

- **Shrink Film Industries**
Shrink film (wrap) industry is a key partner to supply shrink film as the main unit.
- **Mechanical designer**
Mechanical designer is important to developing the new design and modified it according to requirement.
- **Metal manufacturing and processing**
Metal manufacturing and processing is involved in creation of machine, part and structural from raw material.

2.2 KEY ACTIVITY

For key activities I focused on the product advantage, research and development for improved of existing one besides maintaining a good relationship with supplier and customers. Separately from this, there are work done on marketing, strategy and alliances.

- More safety
As whole project is about safety and stability, this is the most require key activity.
- Maintain supplier and customers relationship
This is a best way to grow my business by showing good company image. This way users will be more trusting and confident about the product.
- Develop & maintain platform
Product improvement will continue to be explored to produce a better-quality product and further enhance the product's name in market.

2.3 KEY RESOURCES

In this section I can get idea about from which kind of industries that they will purchase raw material for my product.

- Electronic industries
In my project heavy duty DC motor require which can get from electronic industries as raw material to my project.
- Latest technology
It requires latest and end up to date sensors and new technologies as resources for our project implementation.