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TEKNOLOGI  
MARA

# ODOR ABSORBENT DUSTBIN

TECHNOLOGY ENTREPRENEURSHIP (ENT600): BUSINESS MODEL CANVAS

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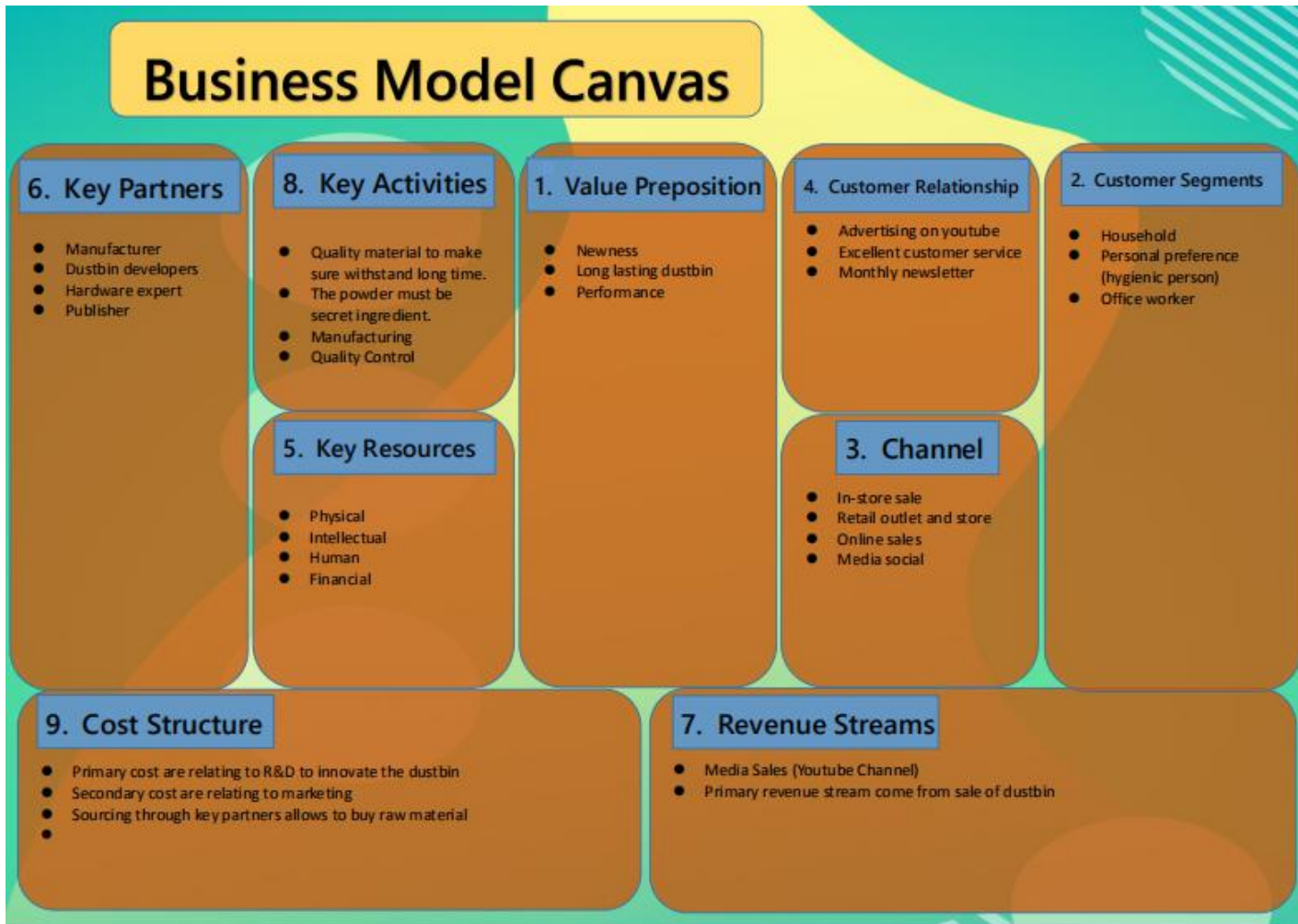
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## 1.0 BUSINESS MODEL CANVAS



## 2.0 Executive Summary

This report has been dedicated to discuss the business canvas model of Odor Absorbent Dustbin. In this regard, the customer has been segmented especially for household. This product are newness from the other dustbin and also long lasting dustbin and performance. This product can be commercial in the store and also online store. The money can be gain from the primary revenue and also from the youtube channel of our new product. 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. . 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. The cost structure are organized in R&D, raw material and marketing department.

### **3.0 9 Building Blocks of Business Model Canvas**

#### **3.1 Customer Segments**

In this building block, the different customer segments will serve. The customer are segmented to the household especially. It is to make sure their house area stay smell good and free from garbage water. It is specific to the people that priority their hygiene area their surrounding without any bad smell. The dustbin also suitable to put in indoor room or office. For example, at school can put in classroom, in the office and in the bedroom.

#### **3.2 Value Proposition**

The value proposition describes the value that deliver to each customer segment. As pointed above, there are a lot of activities performed by the company which ultimately lead to create value proposition for the company. As for instance:

- The marketing efforts of Odor Absorbent Dustbin are highly unique which contribute in differentiating Odor Absorbent Dustbin from the rest of the brand. When it comes to marketing, Odor Absorbent Dustbin cares critique, better understands the needs of customers.
- It selects best suppliers and works closely with them.
- Hire the team experts for manufacturing, R&D and assembling.
- Pays more attention on quality control department.

#### **3.3 Channel**

The company acquires a number of direct and semi direct channels to distribute its products which include the following:

- More than 100 retail stores all over the world
- Thousands of online stores for selling dustbin
- Hundreds of retail outlets all over the world
- Remote consulting and analytic services
- Innovative consulting formats