



اُنْبُوْسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

BUSINESS MODEL CANVAS

HELLO MEOW ENTERPRISE

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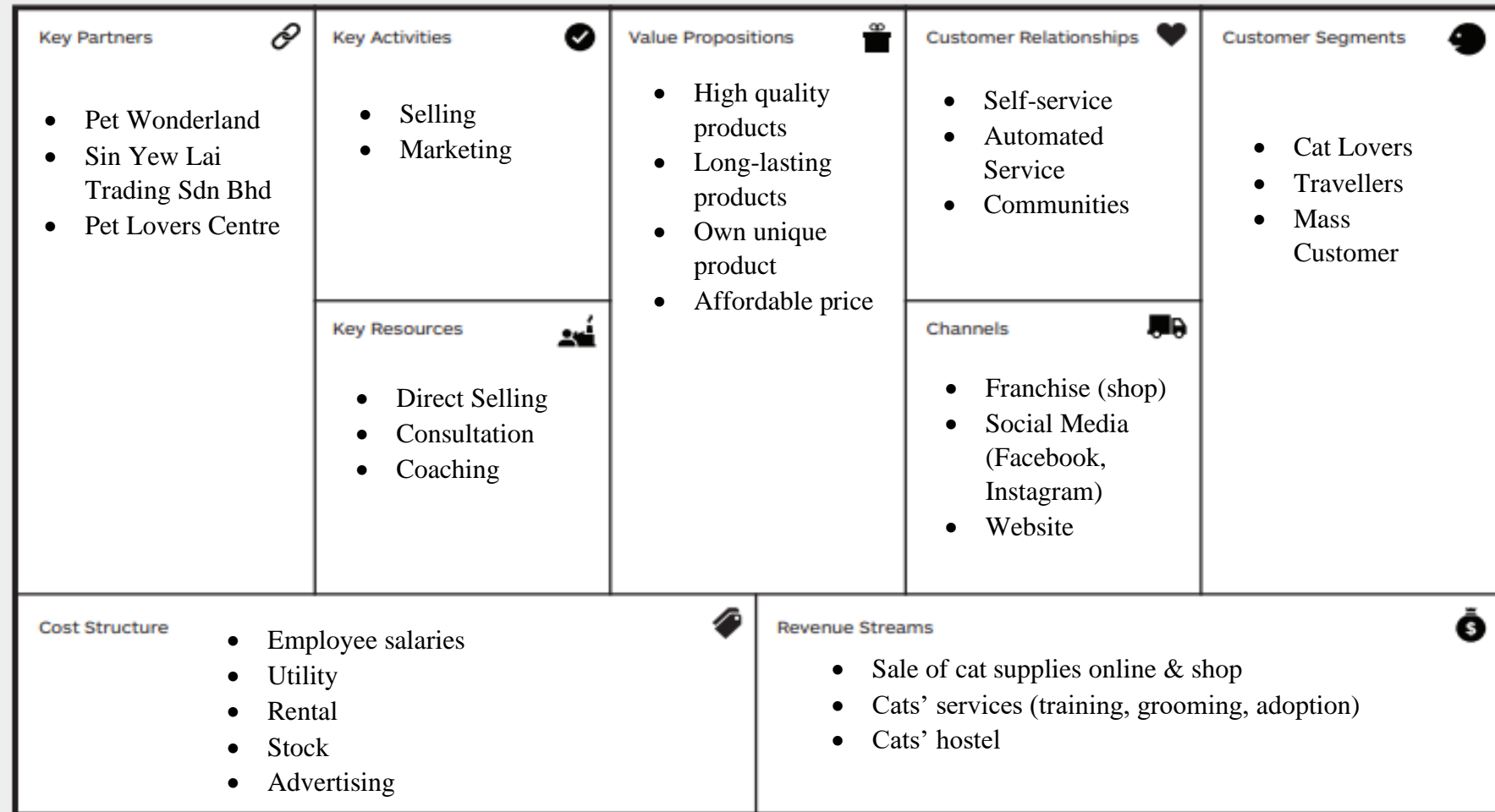
The Business Model Canvas

Designed for:
HELLO MEOW ENTERPRISE

Designed by:
HELLO MEOW ENTERPRISE

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Business Model Canvas

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 one-page document which works through the fundamental elements of a business or product, structuring an idea in a coherent way. The right side of the BMC focuses on the customer (external), while the left side of the canvas focuses on the business (internal). This BMC is used to have a great explanation about Hello Meow Enterprise.

- **Customer Segments**

Customer segmenting is the practice of dividing a customer base into groups of individuals that are similar in specific ways, such as age, gender, interests and spending habits.

Hello Meow Enterprise focus on cat lover and traveller customer. This company also focus on mass customer. Mass customer mean that we focus on general population or a large group of people with similar need for their cats.

- **Customer Relationships**

Customer relationships is defined as how a business interacts with its customers.

Hello Meow Enterprise, has self-service relationship with customer. This relationship will provide what the customer needs to help themselves like direct selling. In other hand, this company also provide automated services which are include automated processes what customer needs to help themselves. For example, this company provide consultation and coaching about their cats. Lastly, the customer relationship is communities. These include online communities where customers can help each other to solve their own problem about this company's products and services.

- **Channels**

Channels are defined as the avenues through which your customer encounters your business and becomes part of your sales cycle.

Hello Meow Enterprise, have only one type of channel like owned channels. For example, this company has company website. Next, customers also can keep in touch with us through social media like Facebook and Instagram. Thus, channels play a role

in raising awareness of our product or service among customers and delivering our value propositions to them. Channels can also be used to allow customers the avenue to buy products or services and offer post-purchase support.

- **Value Propositions**

The value proposition is foundational to any business or product. It is the fundamental concept of the exchange of value between your business and your customers. Generally, value is exchanged from a customer and for money when a problem is solved, or a pain is relieved for them by your business.

Hello Meow Enterprise, provide high quality product for our customer like cat food and cat litter sand. Other than that, we also provide long-lasting products such as cat carrier and cat cage. In addition, we also supply our own product like portable cat litter box with affordable price.

- **Key Partners**

Key Partners are a list of other external like companies, suppliers and parties you may need to achieve your key activities and deliver value to the customer.

This company have three key partners such as Pet Wonderland, Sin Yew Lai Trading Sdn Bhd and Pet Lovers Centre. Pet Wonderland has speciality retailer of lifetime products and services for your lovely fur kids. Sin Yew Lai Trading Sdn Bhd is one of the established wholesale pet products suppliers in Malaysia. Pet Lovers Centre is an Asian retailer of pet products and services. It is one of the largest and oldest pet store chains in Singapore. This three company will help our company to be well-know and have some value in customers' eye.

- **Key Activities**

The key activities of your business or product are the actions that your business undertakes to achieve the value proposition for your customers.

Our company key activities are selling and marketing. We are selling various type of cat' need like food, shampoo, cage and others. We also market our business through website and social media. For website, we invite customers to sign up for specials and discounts towards our products and services. To bring in additional customers, we create flyers and business cards to display at animal clinics, private

veterinarian practices, animal training schools, and pet groomers. Our company also host cat adoption days to attract customers.

- **Key Resources**

Key resources are the practical resources are needed to achieve the actions. Key means the resources your business requires to do business.

Hello Meow's key resources are its products and supply chain, its online sales channel and communications infrastructure, its network of physical retail outlets and other service facilities, its partnerships, and its personnel.

- **Cost Structure**

Your business cost structure is defined as the monetary cost of operating as a business.

This business decides to be cost-driven where we focus on minimizing costs whenever possible and value-driven like focuses on providing maximum value to the customers. Thus, the cost structure involves employee salaries, utility, rental, stock and advertising.

- **Revenue Streams**

Revenue streams are defined as the way by which your business converts your value proposition or solution to the customer's problem into financial gain. It is also important to understand pricing your business accordingly to pain of purchase in exchange for the pain of solving the problem for your customer.

Hello Meow Enterprise, generates revenue through the sale of various pet-related products, accessories, and supplies. The company derives the bulk of its revenue in the form of point-of-sale fees, with a smaller portion of its revenue derived in the form of service fees paid in relation to the company's provision of services such as grooming, training, and boarding.