



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT600

TECHNOLOGY

ENTREPRENEURSHIP

BUSINESS MODEL CANVAS

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NAZIMAN

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BUSINESS MODEL CANVAS (BMC)

The Business Model Canvas (BMC) is a strategic management tool to quickly and easily define and communicate a business idea or concept. It also a visual template for identifying and organizing different elements of the business model. According to Osterwalder (2010), the canvas was divided into nine sections. Each section will responsible for the most vital business element of every organization. The sections are Customer Relationships, Customer Segments, Channels, Key Partners, Key Activities, Key Resources, Cost Structure and Revenue Streams.

The right side of the BMC focuses on the customer (external), while the left side of the canvas focuses on the business (internal). Then, both of the external and the internal factors meet around the value proposition, which is the exchange of value between the business and the customer. The following is the outlines of 2 parts in the BMC.

Table 1: The outlines parts

The Left-Hand Part	The Right-Hand Part
<ul style="list-style-type: none">• How are you going to do it?• What do we need to create the value?	<ul style="list-style-type: none">• For whom?• Which value you are creating?• How you delivering the value?• How you capturing value for your business?