



اَوْنِيُوْ سِيْتِي بَاتِي كُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **BUSINESS MODEL CANVAS**

Faculty : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

Program : BACHELOR OF SCIENCE (HONS.) STATISTICS

Program Code : CS241

Course : TECHNOLOGY ENTREPRENEURSHIP

Course Code : ENT600

Semester : 6

Name : NUR FAIZAH BINTI ROSLAN










No Matric : 2017282872

Submitted to  
PUAN YUSRINA HAYATI BINTI NIK MUHAMMAD NAZIMAN

Submission Date

13 Jun 2020

# BUSINESS MODEL CANVAS

<p><b>Key Partners</b> -Key raws materials and manufacturing equipment suppliers that help my company utilize economies of scale</p> 	<p><b>Key Activities</b> -stingless bee honey stand</p> 	<p><b>Values Propositions</b> -To provide more practical and durable stingless bee honey to honey breeders</p> 	<p><b>Customer Relationships</b> -“customer first” service mindset regardless of customer segment</p> <p>-online/phone communication channels</p> <p>-best-in-class fulfilment customers order as soon as possible</p> 	<p><b>Customers Segments</b></p>  <p>-honey breeders</p> <p>-customers looking for a product that can prevent pest attacks to the stingless bee honey</p> <p>- customers looking for a product practical and durable honeycomb stingless bee honey</p>
	<p><b>Key Resources</b> -Raw material (zinc, screw, aluminium, tin, plank and wire)</p> 		<p><b>Channels</b> -enormous online marketing and advertising platforms</p> <p>-online /phone customer service</p> 	<p>-customer looking for a product saving more time and energy because the customer unnecessarily to observe the beehive frequently.</p>
<p><b>Cost Structure</b> -Cost optimization strategy</p> <p>-Comparatively lower costs for managing</p> <p>-Sourcing through key partners allows me to save on raw materials costs and my large scale of production and mass-market customer segment customer segment allows me to utilize economies of scale</p> <p>-Large investment and fixed costs from expanding</p> 		<p><b>Revenue Streams</b> -Revenue stream comes from sales stingless bee honey stand</p> 		

## 1.0 Business Modal Canvas

Business Model Canvas is a strategic management and lean start-up template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product 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 call the Business Model Canvas were initially proposed in 2005 by Alexander Osterwalder based on his earlier work on business model ontology. Since the release of Osterwalder's work around 2008 new canvases for specified niches have appeared.

### 1.1 Key partners

Key partners are the relationships that you have with other business, governmental, or non-consumer entities that help your business model work. These can relationships that your company with your suppliers, your manufacturers, business partners, etc. These partnerships that you will undoubtedly create will be forces that help your business succeed in areas that would be inefficient for you to do yourself.

Types of partnerships

#### 1. **Strategic alliances between non-competitors:**

This means that you and a company that you have no direct competition with, industry wise, will partner together in ways that will benefit the both of you.

#### 2. **Competition:**

This is the strategic partnership between competitors. This one is a little wacky; it means that companies who may be directly competing will still work together to generate awareness for their shared industry, in the at-tempt to gain new users for all those in the industry to compete for

#### 3. **Joint ventures to develop new business:**

Here you may joint your company with another to create an entirely different entity, which may be more profitable for the both of you than if were to operate separately.

#### 4. **Buyer-supplier relationships:**

Specifically, building reliable relationships with a buyer or supplier. You need to incorporate the characteristics of trust, quality, and commitment between the two entities.

Key partner for my business is key raws materials and manufacturing equipment suppliers that help my company utilize economies of scale.

## **1.2 Key activities**

Key activities are any activities that your business is engaged in for the primary purposes of making a profit. Business activities include operations, marketing, production, problem-solving, and administration. Your key activities will change depending upon the type of business you operate.

Key activities for my business are stingless bee honey stand. This functional product helps the customer to be more efficient. This product is worth to invest in since it can prevent pest attacks to the stingless bee honey because if there are the enemy of the beehive, it capable of invading the colony. Hence, it can avoid stingless bee honey breeder loss.

## **1.3 Value Proposition**

Value proposition is a unique combination of products and service which provide value to the customer by resulting in the solution of a problem the customer is facing or providing value to the customer. This is the point of intersection between the product you make and the reason behind the customer's impulse to buy it. A product can have a single value proposition or multiple value proposition.

Value proposition for my business is to provide more practical and durable bee honey to the honey breeders.

## **1.4 Customer Relationship**

Customer relationship describes the type of relationship a company establishes with its specific customer segments. Customer relationships are driven by customer acquisition, customer retention, and boosting sales in other words you need to get, keep, and grow your customer relationships.

Customer relationship for my business are "customer first" service mindset regardless of customer segment, online communication channels and best-in-class fulfilment customers order as soon as possible. This customer relationship is important to grow my customer relationships and make boosting sales for my business.

## **1.5 Customer Segment**

Customer segments are the community of customers or businesses that you are aiming to sell your product or service to. Customer segments is one of the most important building blocks in the business model canvas for your business, so getting this building block right is key to your success.

Customer segment for my business are honey breeders, customers looking for a product that can prevent pest attacks to the stingless bee honey, customers looking for a product practical and durable honeycomb stingless bee honey and customer looking for a product saving more time and energy because the customer unnecessarily to observe the beehive frequently.

## **1.6 Key Resources**

Key resources describe the most important assets required to make a business model work. These are the sources that allow an enterprise to create and offer a value proposition, reach markets, maintain relationships with customer segment, and earn revenue.

Key resources for my business model is the raw material such as zinc, screw, aluminium, tin, plank and wire. Because the raw material will create and offer a value proposition, reach markets and earn revenue.

## **1.7 Distribution Channel**

Distribution channels help us move our products from an idea to the customer. They are the ways how you reach out to your target customers. These channels could be physical channels, such as a store needed to sell clothes or local market, or they could be virtual channels, such as an e-commerce website selling clothing online. If you would like to grow your business, you would also need to negotiate deals such as supermarket chains.

Distribution channel uses for my company enormous online marketing and advertising platforms, and online customer service. Because the internet has revolutionised the way manufacturers deliver goods. Other than, the traditional direct and indirect channels, manufacturers now use.