



اَوْنِفُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT600**

**TECHNOLOGY ENTREPRENEURSHIP**

**BUSINESS MODAL CANVAS (BMC)**

**PREPARED BY:**

NAME	ID.NO	CLASS
NUR AIN MARDIAH BINTI CHE APANDI	2017404824	CS241/6B

**PREPARED FOR:**

LECTURER'S NAME	:	YUSRINA HAYATI NIK MUHAMMAD NAZIMAN
SEMESTER	:	SEMESTER 6
SUBMISSION DATE	:	17 JUNE 2020

## INTRODUCTION

The Business Model Canvas is a strategic tool for describing, analyzing & designing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances. It helps a company align its activities by understanding the potential trade-offs.

BMC(Business Model Canvas) is a great tool that offers focus, flexibility, and transparency. You no longer require tens of pages of a traditional business plan to understand the intricacies of the business. BMC in a single page which bring's clarity to an organization's core aims and leaves out all the unnecessary stuff. Using BMC you can Identify strength, weaknesses & priorities. BMC was initially proposed by Alexander Osterwalder.

## Business Model Canvas (BMC)

There are nine components existed in the business model canvas (BMC) and the first one is customer segment. Customer Segments defines the groups of people or organization you aim to reach or serve. Every company needs profitable customers in order to survive. The information you may want to predict and test for this section could include age, gender, time spent working, etc.

Next step in BMC is value propositions, The Value Proposition is an innovation, service, or feature intended to make a company or product attractive to customers. It is based on a review and analysis of the benefits, costs, and value that an organization can deliver to its customer. It is the reason why customers turn to one company over another. Something to keep in mind is your value propositions can change, as you gather more data from customer interviews.

After that is channel, Channel describes how a company communicates with and reaches its Customer Segments to deliver its Value Proposition. It is important to understand which pathway (or channel) is best for your company to reach your customers. These channels could be physical channels, such as a store needed to sell clothes or a local market, or they could be virtual channels, such as an e-commerce website selling clothing online. You can also use a mix of both physical and virtual channels.

Customer Relationships also step in BMC, it is 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.

Next step is revenue streams, When people think about generating revenue for a company, they think only about the price of the product. However, you need to think about the value customers are willing to pay for, how customers pay for products, what type of product you are selling, and what type of market you are entering. There are various ways to generate a revenue stream for your company such as asset sale, subscription fees, leasing, licensing, advertising etc. These revenue streams should be linked to the personas or segments and the value propositions.

Key Activities are the most important activities in executing a company's value proposition. These include your product distribution, research, and development, strategy etc. It is the most important activities in executing a company's value proposition.

Next is key resources that describes the most important assets required to make a business model work. These can be things like your office, hosting requirements, human resources, financial, transportation, electricity etc. These resources should be mapped to the key activities. They are considered as an asset to a company, which are needed in order to sustain and support the business.

Second last is key partners. Key partners are the external companies or suppliers that you would need to perform your key activities and deliver value to the customers. In order to optimize operations and reduce risks of a business model, organizations usually cultivate buyer-supplier relationships so they can focus on their core activity. Complimentary business alliances also can be considered through joint ventures, strategic alliances between competitors or non-competitors. Key partners also should be mapped to key activities.

Lastly is cost structure that defines all the costs and expenses that your company will incur while operating your business model. This final step in this process is important because it will help your team decide whether to pivot or proceed. Your business can be either cost-driven or value-driven. A cost-driven company looks to minimize all costs while a value-driven company is more focused on delivering great customer value in terms of quality or prestige.

## Business Model Canvas :

Keys partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<p>-The materials was prepared and supplier by steel company.</p> <p>-Social media was used to spread about this new product.( Facebook and Google)</p> <p>-The product will be selling at super market like DIY. Lazada and Shoppe platform also available for customer who's love to buy online.</p>	<p>-Coconut peeler with double blade and adjustable function was created.</p> <p>-Short video and online template about this tool is available.</p> <p>-Customer can grab this tool at super market and online market.</p>	<p>-Easy to use.</p> <p>-This tool will save time and energy because it is manual tool.</p> <p>-Company sales and production will increase.</p>	<p>- After buying this tool, there are 6 months warranties provided for the customers.</p> <p>- Best and high quality guaranty.</p>	<p>-For company production that using coconut, for example serondeng.</p> <p>-Housewife.</p>
	<p><b>Key Resources</b></p>		<p><b>Channels</b></p>	
	<p>-Machineries and engineer are needed to creating this tool.</p> <p>-Factory is needed in order to create this new product.</p> <p>-To support my business, I take loan from bank.</p>		<p>-The product will be selling at the super market and online market like.</p> <p>-Customers can ask more about product at chatting room that provided in the Lazada and Shoppe.</p> <p>- If customer buying at the online market, there are delivery system provided to deliver product to customers.</p>	
<b>Cost Structure</b>		<b>Revenue Streams</b>		