



اَوْبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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BUSINESS MODEL CANVAS REPORT:

CartSmarter Enterprise Sdn Bhd

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TABLE OF CONTENTS

CONTENTS	PAGE
1.0 INTRODUCTION	4
2.0 DESCRIPTION OF BMC	6
2.1 Customer Segments	6
2.2 Value Propositions	8
2.3 Channels	10
2.4 Customer Relationships	11
2.5 Revenue Streams	12
2.6 Key Resources	13
2.7 Key Activities	14
2.8 Key Partners	15
2.9 Cost Structure	16
3.0 CONCLUSION	17
4.0 APPENDICES	18
5.0 REFERENCES	19

1.0 INTRODUCTION

A report of has been dedicated to discuss a Business Model Canvas (BMC) of CartSmarter Enterprise Sdn. Bhd. This report is required for New Product Development (NPD) commercialization proposal. At previous report on NPD proposal, CartSmarter has decided to introduce a new innovative product on existing shopping cart. The company want to launch GPSCart which is a smart navigation shopping cart. Thus, they have done go through all the NPD process to develop and launch the new shopping cart. One of important activities in NPD is test marketing process. Thus, a market survey by using google form survey has been conducted to know customer acceptance on GPSCart and its market potential. Based on the survey,

The BMC is used to validate the market significance of products and services which will be of technology nature in this case. Thus, BMC can be used to visualize market problems and customer expectations. Technology projects are often solutions or processes that solve a technical problem. However, the market implementation of such solution is designed to overcome not just technical barriers also market and business-related barriers of costs, customer reach and collaborations and those that pertain to the practical nature of limited initial capacities within the team. This will make products or services more effective in market.

This report has started with the BMC that has been proposed by CartSmarter Enterprise Sdn. Bhd. In this regard, the company is creating value through provision of latest technology products. The company distributes its products with the help of different retail stores and online stores. It is operating with many sources amongst them the key sources are people who are employees of the company, its physical assets and intellectual property. Moreover, the biggest source of revenues for the company is the sale of shopping carts. The key partners of the business have been discussed and along with a list of suppliers as well. The key services provided by such partners include the manufacturing, assembly and distribution of company's products.