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UNIVERSITI  
TEKNOLOGI  
MARA

BUSINESS MODEL CANVAS  
(BRAVA)

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## 1.0 INTRODUCTION

Business Model Canvas (BMC) is a strategic management tool to quickly and easily define and communicate a business idea or concept. BMC can clearly show our business idea on a piece of paper that allows us to visualize the business model, detect weaknesses and test and if use carefully can help us to the extend whether the idea for the business can work or vice versa. BMC usually produce by the brainstorming of a group of people or team which focuses on test alternatives for the business idea and find the new combination possibilities where the idea is sketch and build segment by segment. It is usually the visual chart with the “nine elements” consist of value proposition, customer segment, channel, customer relationship, revenue stream, key activities, key partners and cost structure.

The BMC report on my product which is BRAVA can act as the business plan. The goal is to look beyond spreadsheets, market research and financial projections. It is interesting to note that although the main focus of the BMC is to establish the foundation of the business model, it also may help in enhancing my business as it evolves. There are many advantages on BMC I can take for my new idea product which is, I have an overview of what my business model really is, I can also cut which activities are not so important. Moreover, by using BMC, I can clearly stack my idea into cleared structured form. In other words, it can offer me an overview of the business idea from every perspective, thus make it easier for my company executing the project of producing the product.

## 2.0 THE BUSINESS MODEL CANVAS (BMC) FOR BRAVA

<b>KEY PARTNERS</b> <ul style="list-style-type: none"> <li>• Marketing Partner</li> <li>• Supplier for raw material</li> <li>• Research and Development partner</li> </ul>	<b>KEY ACTIVITIES</b> <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Research and Development</li> <li>• Product manufacturing</li> <li>• Selling and delivering the product</li> </ul>	<b>VALUE PROPOSITION</b> <ul style="list-style-type: none"> <li>• Newness to the existing product</li> <li>• Simple and easy to use while maintaining the effective performance</li> </ul>	<b>CUSTOMER RELATIONSHIP</b> <ul style="list-style-type: none"> <li>• Community of BRAVA</li> <li>• Promotion to the loyal customer</li> <li>• Membership discount</li> </ul>	<b>CUSTOMER SEGMENT</b> <ul style="list-style-type: none"> <li>• Target Customer (households)</li> <li>• Gender (Both)</li> </ul>
	<b>KEY RESOURCES</b> <ul style="list-style-type: none"> <li>• Facility to manufacture the product</li> <li>• Quality worker</li> </ul>		<b>CHANNEL</b> <ul style="list-style-type: none"> <li>• Advertising to raise the awareness of the product</li> <li>• Channel to purchase the product</li> <li>• Channel to deliver the product</li> </ul>	
<b>COST STRUCTURE</b> <ul style="list-style-type: none"> <li>• Cost-driven structure</li> </ul> <p>Cost Characteristic</p> <ul style="list-style-type: none"> <li>• Marketing cost, salary cost, raw material cost, rent</li> </ul>		<b>REVENUE STREAM</b> <ul style="list-style-type: none"> <li>• Product sale</li> <li>• Additional sale</li> </ul>		

### 2.1 Value Proposition

a) Newness to the existing product

Compare to the original broom where its function is solely to sweep and need dustpan to pair with, I have been added some function to broom where we do not need to use dustpan anymore. The newness of this product is a nozzle vacuum attached aside the bristles. It can be used to suck up the dirt or debris.

b) Simple, easy to use and effective.

With BRAVA, just sweep into a pile or line. Then tilt to the side, and the pressure activated switch on nozzle turns on the vacuum power. Just suck up dirt and debris and then drop it in the trash.

## 2.2 Customer Segment

a) Targeted customer

The targeted customer for this is the households.

b) Gender for the targeted customer

Can be used to both male and female.

## 2.3 Channel

a) Channel to raise awareness

For this product, the product advertising in one of my choices. With this, my company can pull the targeted customer awareness of my product. By using the social media such as Facebook and Instagram, my targeted customer may know that this product is available and ready to be purchased.

b) Channel to purchase the product

Some channel that I use may be online purchasing the BRAVA, my product would be available in the online retailer such as Shoppe and Lazada. The interested customer also can go into my company website to purchase.

c) Channel to deliver the product