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TECHNOLOGY ENTREPRENEURSHIP

BUSINESS MODEL CANVAS

TITLE: INTELLIGENT WINDOWS

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1.0 INTRODUCTION

As stated by Sheda (2016), The Business Model Canvas (BMC) is a strategic management and entrepreneurial tool that allows you to quickly and easily define and communicate a business idea or concept.

The purposes of BMC are to introduce participants an entrepreneurial tool for the construction of a primary business plan besides to grant transferable knowledge and skills. For examples, hands on experience using the tool, oral communication, critical analysis and work together.

BMC consists of nine blocks that are Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Distribution Channels, Customer Segment, Cost Structure and Revenue Streams.

2.0 KEY PARTNERS

The Key Partners section lists those people or organisations you need to cooperate to carry out your activities and reach your customers.

Suppliers of raw materials such as aluminium, hinge, roller and track are needed in key partners block. Those suppliers include Oung Million Hardware (M) Sdn Bhd. We also collaborate with technology vendors like Kridentia where they are producing fingerprint scanner. This is because they can help us to create things that we do not have within our Key Resources.