



## BUSINESS MODEL CANVAS

### 'Dryon Machine'

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## INTRODUCTION

It is known that ironing is a labour intensive task which some people find rather tedious. Nowadays, there are many clothes iron appliance at the market. However, the current appliances required more human energy and time to do all the task of the ironing process. Therefore, Dryon Machine is proposed to overcome all the problems regarding the ironing task. To facilitate this process, a study was conducted to understand the main components of the business operation. The components will be represented using a strategic management tool namely the Business Model Canvas (BMC).

This Business Model Canvas is designed to guide thinking through each of the key components or building blocks for devising our Dryon Machine. Dryon Machine is an automatic ironing machine that has three modes which is dry, steam and iron. The special features of this Dryon Machine is this machine equipped with an automatic adjustable garment rack. Dryon Machine helps user to save their time and energy from doing the ironing task.

Business Model Canvas for Dryon Machine is important because it allows us to understand how each aspect relates to the others, how the functions, activities and processes interlink and interlock. It gets us to think about our business in a more systematic and formal way, ensuring that each area is effectively covered to produce a more comprehensive and considered picture of the business. The BMC focusses the business on the strategic elements that matter most and will have the greatest impact on driving growth. Its visual nature aids comprehension by being able to see the overall picture of the business and thereby spot areas of strength and weakness depending on the inputs. It builds the business model such that the whole is comprised of and greater than the sum of the parts.

The BMC of Dryon Machine is made up of 9 components which are key partners, key activities, key resources, value proposition, customer relationships, channels, customer segments, cost structure and revenue streams. The BMC can be used as a mechanism in helping users to map, discuss, design and invent new business models.

<b>Business Model Canvas</b>		Designed for:	Designed by:	Date:	Version:
		Dryon Machine			
<b>Key Partners</b>	<b>Key Activities</b>	<b>Value Propositions</b>	<b>Customer Relationships</b>	<b>Customer Segments</b>	
<ul style="list-style-type: none"> <li>- Supplier</li> </ul> <p>standard parts suppliers, sensor suppliers, motors suppliers, and fabricated parts supplier</p> <ul style="list-style-type: none"> <li>- Logistic Company</li> </ul>	<ul style="list-style-type: none"> <li>- Product development and management</li> <li>- Assembly line</li> <li>- Marketing strategies</li> <li>- logistics</li> </ul>	<ul style="list-style-type: none"> <li>- Dry, steam and iron</li> <li>- Equipped with garment rack and touch screen</li> <li>- Applicable trademark and patent</li> <li>- Save energy and time of user.</li> </ul>	<ul style="list-style-type: none"> <li>- Provide 2 years warranty</li> <li>- After-sales-service such as maintenance</li> <li>- Free installation</li> <li>- Free product demonstration</li> <li>- Customer service</li> <li>- Complaint form</li> </ul>	<ul style="list-style-type: none"> <li>-Housewife</li> <li>- Adult workers</li> <li>-Students</li> </ul>	
	<b>Key Resources</b>		<b>Channels</b>		
	<ul style="list-style-type: none"> <li>- Tangible Asset and intangible asset</li> <li>- One office and warehouse</li> <li>- Trademark</li> <li>- Patent</li> </ul>		<ul style="list-style-type: none"> <li>-Company's Website</li> <li>-Supermarket</li> <li>- Shopee</li> <li>- Lazada</li> </ul>		
<b>Cost Structure</b>		<b>Revenue Streams</b>			
<ul style="list-style-type: none"> <li>-Assembly cost</li> <li>- Operating cost</li> <li>- Salary</li> <li>- Rental</li> <li>-Marketing cost</li> </ul>		<ul style="list-style-type: none"> <li>- RM 1,800</li> <li>- Selling of machine spare parts , components</li> <li>- Provide Maintenance Service</li> </ul>			