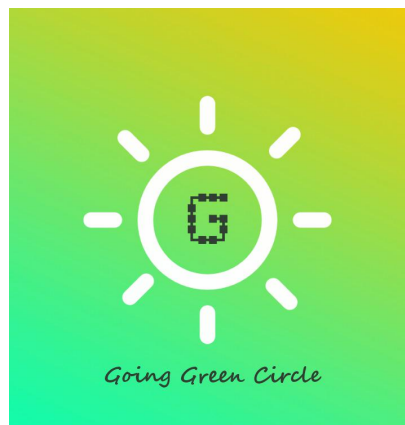




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Going Green Circle

Business Model Canvas (ENT600)



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Class : 6A
Semester : March 2020 - July 2020
Prepared for : Puan Wan Masnieza Wan Mustafa
Due date submission : 30th June 2020

Acknowledgement

Firstly, I would like to express my deepest appreciation to all those who contributed to the completion of this report. I would like to express my special thanks of gratitude to my lecturer, Puan Wan Masnieza Wan Mustafa who gave me the golden opportunity to do this wonderful report of business model canvas on the topic of my company, which also helped me in doing a lot of research.

Finally, to my caring, loving, and supportive family, my mother, Lely Rozita Hassan, my father, Mustafa Ramli: my deepest gratitude. Your encouragement when the times got rough are much appreciated and duly noted. My heartfelt thanks.

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Introduction

Greenferris is the name of the main product of Going Green Circle. It is a self-electricity eco-friendly food dryer using the greenhouse effect as the main drying process and solar power system as a vital source of electricity. The design was designated by considering the cost, the space, the features and the function of the purpose innovative product.

The design of this product has a dome-like shaped frame for greenhouse construction. It is also designed to move the motorized trays in a circular motion like a Ferris wheel to enhance the function of this food dryer to be effective in a shorter time.

This innovation has been set up with an exhaust fan to improve the drying process whereas if the sunlight is not too strong for the drying process. It also uses a solar panel to collect the solar energy to generate the electricity for the motor function in this product such as the tray-wheel motor and the exhaust fan.

This product is portable which can be carried anywhere and foldable for customer convenience. This report will convey nine elements of the business model canvas that explores the framework of this innovative product business work.

<p>1. Key Partners</p> <p>Suppliers:</p> <p>Solar system supplier- SolarPanelMalaysia</p> <p>Greenhouse construction- Fajar Saintifik SDN BHD</p> <p>Metal supplier- Alupanorama SDN BHD</p> <p>Exhaust fan - Sunonwealth Electricity Machine Industry Co., Ltd</p> <p>Sales and Marketing- Lazada, Shoppe</p>	<p>2. Key Activities</p> <p>Digital marketing and advertising</p> <p>Research and Development</p>	<p>3. Value propositions</p> <p>Eco-friendly product</p> <p>Self-electricity product</p> <p>Greenhouse effect</p> <p>Zero waste</p> <p>Hygiene</p> <p>Low cost in maintenance</p> <p>Portable</p> <p>Save space</p> <p>Socio-economic standing</p>
<p>4. Customer Relationship</p> <p>Collaboration with the customers</p> <p>Warranty</p> <p>Product maintenance</p> <p>Market linkages</p>	<p>5. Customer segment</p> <p>Dried food small-medium sized enterprise (SME) entrepreneurs in tropical climate countries</p>	<p>6. Key Resources</p> <p>Skilled workers</p> <p>Warehouse and factory</p> <p>Patent</p> <p>Logo</p>