



اَوْنِيُوْسِيْتِي تِيْكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

AUTOMATIC DISHWASHER

Business Model Canvas (BMC)

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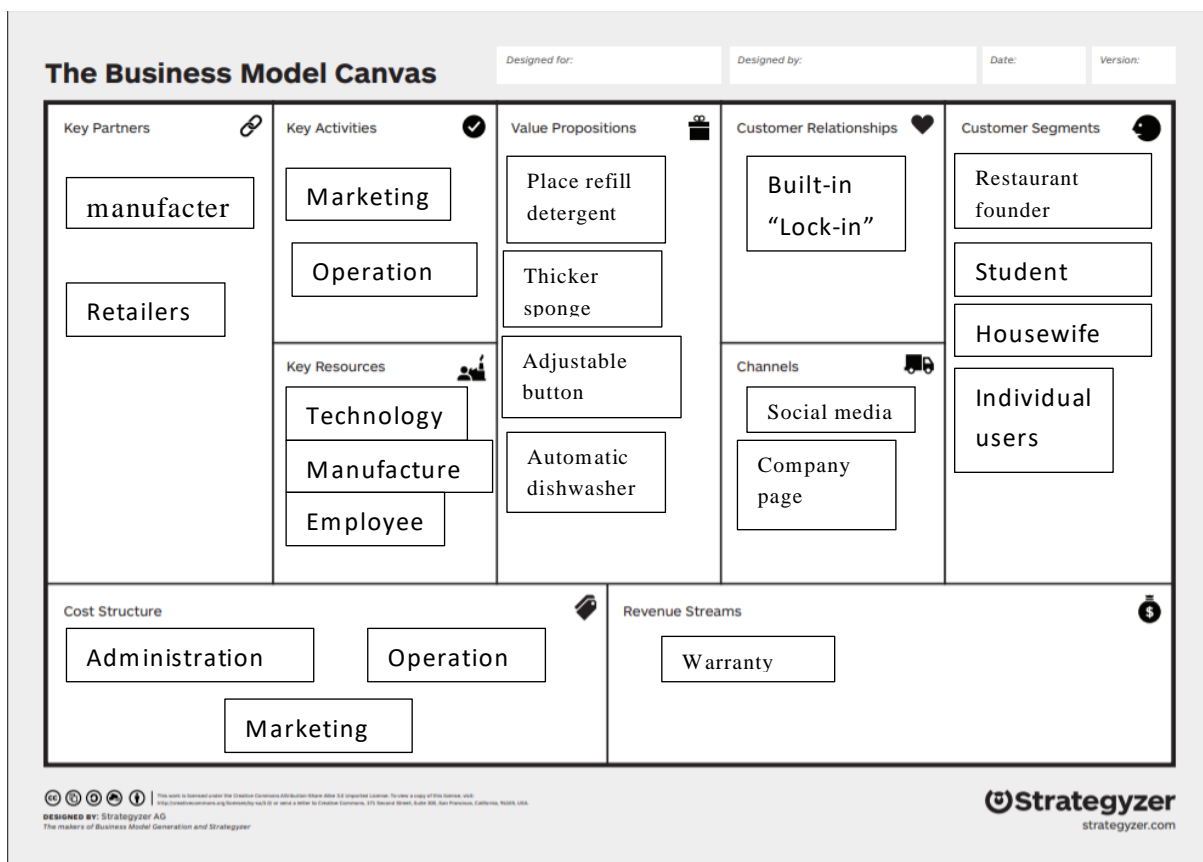
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1.0 The Business Model Canvas (BMC)

Business Model Canvas (BMC) is overview model for business that will make business model simple and easily to understand how organizational of company function. (Qastharin, 2015) said that business model canvas really useful to understand business model and conduct business model innovation. The Business Model Canvas contain key partners, key activities, value propositions, customer relationship, customer segments, cost structure, revenue streams.

Table 1: Business Model Canvas of Automatic Dishwasher



1.1 Customer Segment (CS)

Customer Segment (CS) is a group of customer that company target. For Automatic Dishwasher we target Founder of Restaurant, Housewife, Student and individual user. Dishwasher is necessary things that had been used among all people so i really confident that Automatic Dishwasher will get high demand in market.

1.2 Value Propositions (VP)

Value Proposition is service or adding value that we create for customers. Value may be quantitative or qualitative. Value Propositions is a clear description of company's

offering and adding value that specially created to solve problems. It is a clear description of the company's offering and how it solves problems or creates value for customers. The Automatic Dishwasher designed to solve the customer problem that face problem to clean the dishes so we created Automatic Sponge that will move automatically so customers do not have to clean dishes manually. Automatic Dishwasher has Adjustable Button that will manage customers to adjust the speed so it is also user friendly. Sponge's size improves to more thick so the dishes will be more clean. Place to refill detergent will enable user to clean dishes anywhere and anytime.

1.3 Channels (CH)

Channels mean how we communicate with customers. Customers can ask futher information on social media such as whatsapp, facebook and instagram. Our company also created a page so that customers will get information on the product, function of product, price of product and all the feedbacks of Automatic Dishwasher.

1.4 Customer Relationships (CR)

Customer Relationship is how company attract customers in order to maintain the number of customers. For this product, it will have a built in "lock in" relationship. Lock-in relationship make customers depend in a vendor for product and services and unable to use another vendor without substantial switching cost. The Automatic Dishwasher created to reduce everyone's work in cleaning dishes and everyone can get Automatic Dishwasher as price is reasonable and affordable. Automatic Dishwasher had been tested with detailed to make sure that this product work functionally and safely.

1.5 Revenue Streams (RS)

Revenue streams refer to the cash or income that a company generates from each Customer Segment. Revenue Streams for Automatic Dishwasher is 6 months which if the product do not work functionally within 6 months, user can claim or refund back the products.

1.6 Key Resources (KR)

Key Resources is resources that allow company to create strategies such as adding value according to customer trends, reach market and maintain number of customers. Key resources can be physical, financial, intellectual, or human. The key sources for Automatic Dishwasher are technology, manufactured and employees.