



اَوْنِيُوْرَسِيْتِي تِيْكُوْلُوْجِي مَارَا
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SMART TROLLEY

Business Model Canvas (BMC)

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TABLE OF CONTENTS

Page Number

Contents

TABLE OF CONTENT	I
LIST OF TABLES	II
1.0 THE BUSINESS MODEL CANVAS	
1.1 Customer Segment	1
1.2 Value Propositions	2
1.3 Channels	2
1.4 Customer Relationships	2
1.5 Revenue Streams	3
1.6 Key Resources	3
1.7 Key Activities	4
1.8 Key Partnerships	4
1.9 Cost Structure	4
REFERENCES	

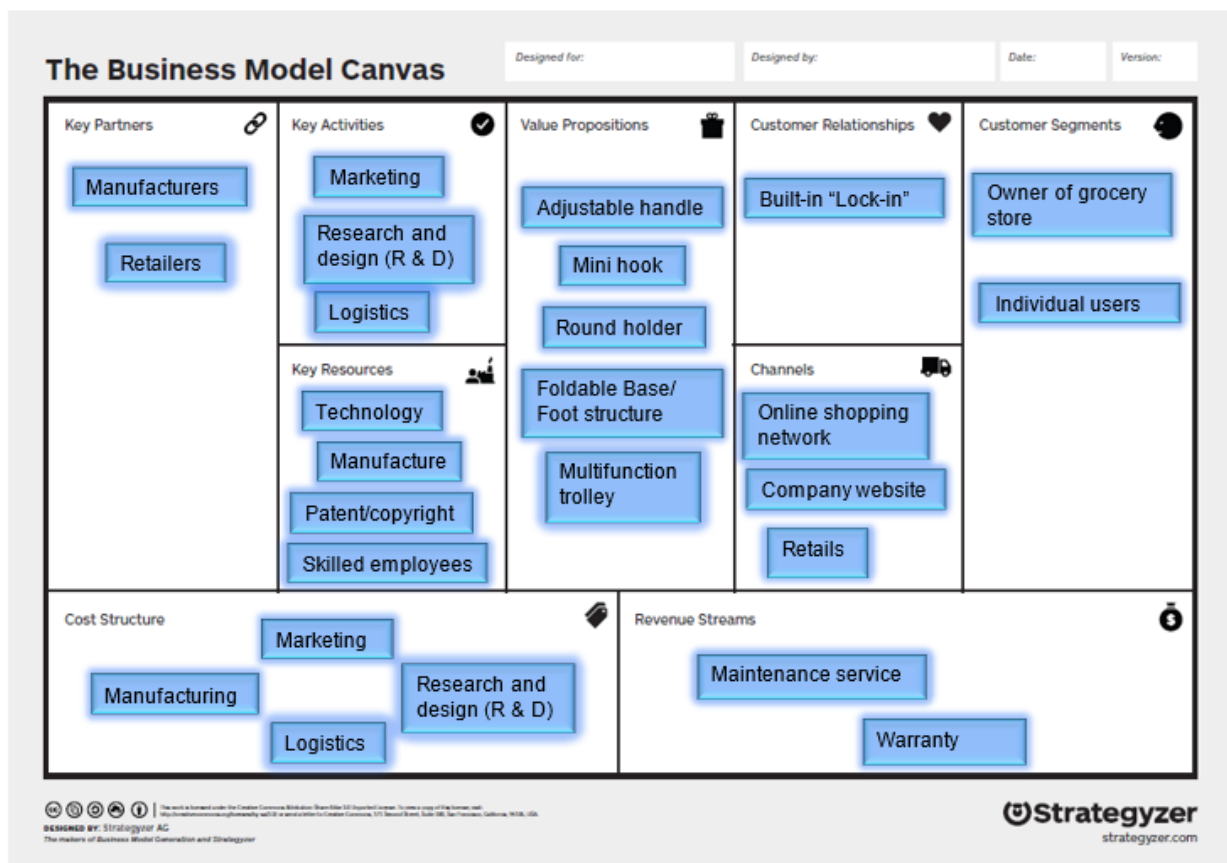
LIST OF TABLES

		PAGES
Table 1	Business Model Canvas of Smart Trolley	1

1.0 The Business Model Canvas (BMC)

Business Model Canvas (BMC) manages to make business model simple, and easily understood while capturing the complexities of how enterprises function. Therefore, it makes a useful tool to understand the business model of an enterprise and to conduct business model innovation (Qastharin, 2015). The customer building blocks (customer segments, channels and relationships) can be found to the right of the value proposition and infrastructure building blocks (resources, activities and partners) to the left. The finance-based building blocks (revenue and cost structure) can be found on the lower portion of the diagram. The BMC and the definition of the nine building blocks are presented below.

Table 1: Business Model Canvas of Smart Trolley



1.1 Customer Segment (CS)

Customer Segment (CS) is the different groups of people or organizations an enterprise aims to reach and serve. Target customers are segmented into two categories which are the owners of grocery store and individual users. The owners of grocery store can use it

as an equipment or technology used for delivery service while individual users used it as household goods.

1.2 Value Propositions (VP)

Value Proposition is the bundle of products and services that create value for a specific Customer Segment. Value may be quantitative (e.g. price, speed of service) or qualitative (e.g. design, customer experience). It is a clear description of the company's offering and how it solves problems or creates value for customers. The smart trolley used have several improvements where additional of adjustable handle, mini hook, round holder and foldable base/foot structure enables users to transport gas tank safely without any injuries. The high of the handle of the trolley can be adjusted based on the high of the cooking gas and additional foldable base/foot reduce the space used to keep or store the trolley. The smart trolley also come with a round holder that can adjusted the based on the size of cooking gas and a mini hook that is mobilizable and used to lift the cooking gas tank by hook it on the collar. This trolley also used as multifunction carrier where the trolley that can be used for transporting cooking gas tank, boxes of product and ice cubes.

1.3 Channels (CH)

Channels is the means that a company uses to reach its customer segments to communicate with them and to deliver products and services to them. It explained on how a company communicates with and reaches its Customer Segments to deliver a Value Proposition. Communication, distribution and sales Channels comprise a company's interface with customers. Channels can be direct or indirect, owned or partner channels. Customers can directed get the online shopping network (Shopee, Lazada etc.) or the company website, www.LynaSTrolley.com . Customers also can get product in retails from the company retailers

1.4 Customer Relationships (CR)

Customer Relationships is based on the types of relationships a company establishes with specific Customer Segments and the methods used to maintain relationships with customer segments. 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 smart trolley main materials are steel and aluminum to increase the strength and durability which can has load capacity