



اَبُو بَكْرٍ سَيِّدِي تَبِيكُو لُو كِي مَبَارَا
UNIVERSITI
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MARA



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : BUSINESS MODEL CANVAS

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PROJECT TITLE	MAJU ECO-CLEAN (Product Supplier and Services) ENTERPRISE
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EXECUTIVE SUMMARY

MAJU ECO-CLEAN (Product Supplier and Services) ENTERPRISE is a sole proprietorship business entity or limited liability company. it is a business that sells organic household cleaning products. Besides that, our business also provides the house cleaning services to the customer. The business is not too big and only has a few employees to run this business. The hope is that this business will continue to grow with the addition of new stores.

Mission

To become one of the most popular organic based cleaning products business suppliers.

Vision

Become a business that is environmentally friendly and contributes to the well-being of the environment

INTRODUCTION

1.1 Company Background

MAJU ECO-CLEAN (Product Supplier and Services) ENTERPRISE is a sole proprietorship business entity or limited liability company (LLC). The founder of this business is Mr. Valentine Anak Mayang in 2020 and it is a business that sells organic household cleaning products. As we learn more and more about the chemicals in standard household cleaners and their impact on the environment, consumer demand for green cleaning products has risen. A green cleaning products business sells eco-friendly cleaning supplies, offering individuals and businesses a safe alternative of cleaning their homes and offices. In addition to selling products, we also serve cleaning services to customers who need these services. The purpose of our business is to make it easy for local people to easily find products or materials for home cleaning and more importantly, it is environmentally friendly for everyday use.

This business is located in Taman Danu, Serian, Sarawak where it is an urban area that the majority of its population consists of a multi-ethnic society which are Malay, Chinese and the Bidayuh. The products sold in these stores are also mostly organic based detergents. The existence of the MAJU ECO-CLEAN (Product Supplier and Services) ENTERPRISE in this area is very much welcomed by the locals as it provides them with the convenience of obtaining household cleaners and some even need our cleaning services. This cleaning service is also very encouraging as some of the community are in dire need of this service as there are some obstacles, they face such as being busy with work and so on. Each cleaning service performed is very affordable and depends on the scope of work done. These services will enable our customers to continue to serve our business.

In fact, this service will run at the request of customers who come to the store to buy cleaning products and indirectly these customers will be offered a cleaning service. But there are also customers who only go for home cleaning products instead of getting their home cleaning service. In addition, customers can also order our products online direct through our website and other social media. This is an easy way for our customers to get an organic cleaning product more easily from our store.

1.2 Problem Statement

In the statement of this problem there are many problems that we can see in this business. The main concern is competition with other entrepreneurs who specialize in home cleaning products and services also. In addition, it will also encourage customers to compare many of their customers' choices and loyalty with our products and services which will be difficult to maintain. There are also customers who are not yet well versed in choosing or comparing the best products to use in their daily lives, which are related to health factors. This condition has led to problems in a business.

1.3 SWOT Analysis

	S	W	O	T
<u>Our Company,</u> ECO-CLEAN (Product Supplier and Services) ENTERPRISE	- Sells products and offers cleaning services to customers.	- Lack of experience being a start-up company.	- The products sold and used to perform customer's home cleaning services are environmentally friendly.	- It is difficult to obtain raw materials as production for these eco-friendly products is still limited.
<u>Competitor 1,</u> J&J Services Trading SDN. BHD.	- Dedicated employees - Has many groups set up to meet the demands of the all customers at the same time.	- Not selling house cleaning products but only do cleaning services to their customers.	- A large number of workers and groups make it easy to reach a large number of customers at a time that needs home cleaning services.	- Spending on cleaning products is less stable as it still relies on outside companies to get products to do the cleaning service.
<u>Competitor 2,</u> Seri Murni Cleaning	- It is a company that is well known to	- Provides and using chemical detergent	- Experienced and skilled in	- Get high prices for raw materials.