



# BMC

## Popiah Roller Machine

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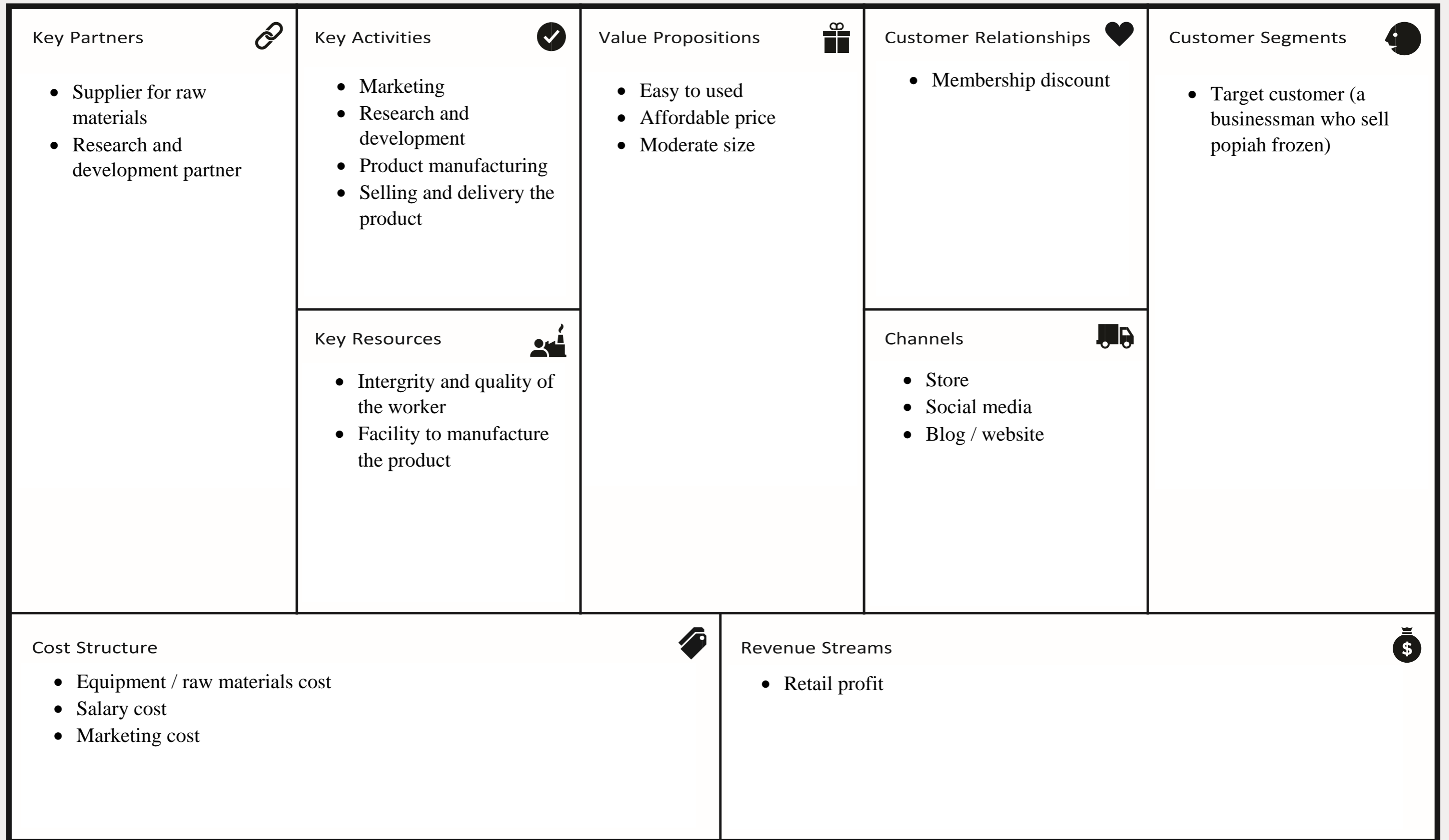
# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



## **Key partners**

To optimize operations and risks for the business, my company involved in the relationship business in order to help my business model work. These are the key partners of my company:

### 1. Supplier for raw materials

In order to have a better raw material, my company have a good partnership with the suppliers. We choose the suppliers accordingly and carefully hence the process of manufacturing can be done smoothly.

### 2. Research and development partner

My company have been try to have a partnership with the government authority in order to help the product manufacturing, design and function which is in good condition.

## **Key activities**

Key activities are the most important thing because it is executing the company's value proposition. Some of the key activities that have been identified are:

### 1. Marketing

In order to reach the target customer, marketing is very important key activities as marketing functions begin with identifying the consumer needs and end with satisfying the consumer needs. It is also function as a gathering the market info and analysing info.

### 2. Research and development

After we collect and analyse the market info, we can process to do a research and development in order to meet the satisfaction of the consumer and the company.

### 3. Product manufacturing

The design of Popiah Roller Machine has been done the workers as the end of the products. Product manufacturing can be done after marketing and research and development has been executed.

### 4. Selling and delivery the product

After the finishing product of Popiah Roller Machine has been create than the company will execute the product selling and delivery. In my company, we use retailer as a product distributor and courier as delivery services for the product to go to the customers.

## **Key resources**

Key resource is important to create the value for the customers and also consider as the assets to the company that need to support the business. In my company, some of the key resources are:

### 1. Integrity and quality of the worker

A worker must have a good attitude and integrity. The employee also need to be trained accordingly and has a skill.

### 2. Facility to manufacture the product

The company have the production facility for the Popiah Roller Machine meaning that the machine is build, install and repair here. In other words, this facility is important to keep the business running well.

## **Value propositions**

This segment is discussing about the proposition of the product as to what is the speciality of my product with other existing similar product. Thus, my product has some value proposition than can be identified:

### 1. Easy to used

Popiah Roller Machine is easy to use.

### 2. Affordable price

Although my product has good design but the price is still affordable for the customers to buy.

### 3. Moderate size

The product is not too large or too small. Some of the products is too large hence the customers need a lot of space to put the machine.

With my product they will not require a lot of space to put the machine in their store.

## **Customers relationship**

Customer relationship is discussing about the relationship between the company and their customers. This segment is important because if our current customers is satisfied with our product than they may be become our promoter to other new customers.

### 1. Membership discount

The member that have been applied to become our member than they can get a discount. If they purchase more than one, they may get more discount it will profit them.

## **Customers segments**

Customer segment is the part where it is defined as the group of people or organizations that we aim to reach. Every company should have a target customer to sell towards them. Thus, this is my customers segment:

### 1. Target customer

The target customer is for businessman who is selling popiah frozen.

## **Channel**

Channel is describing as how can the product reach to the customer's segment to deliver then value proposition. The company need to know which channel is the best reach for them.

### 1. Store

The customers can directly purchase this machine at our store.

### 2. Blog / website

The customers can purchase the machine by online shopping in our website.

## **Cost structure**

This segment defines all the cost and expenses the company will incur while operate the business. There are two main categories for the cost structure which is cost-driven and value-driven. For this product it is cost driven where we want to minimize the cost of the product as much as possible.

## **Revenue streams**

Revenue stream is how my company generate cash and profit for our product. For Popiah Roller Machine, one of the revenue is:

1. Retail profit

For every unit of the machine sold will be consider as cash profit which is exclude the other cost such as operating cost.