



Budu Filter Container

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): BUSINESS MODEL CANVAS

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Table of Contents

List of figures	2
1.0 INTRODUCTION	3
2.0 The Business Model Canvas (BMC) for Budu Filter Container	4
2.2 Key Activities.....	5
2.3 Key Resources.....	6
2.4 Cost Structure.....	6
2.5 Customer Relationship	7
2.6 Customer Segments.....	7
2.7 Value Propositions	8
2.8 Channels.....	8
2.9 Revenue Streams	9
3.0 CONCLUSION	9
4.0 REFERENCES	9

List of figures

Name	Page
Figure 1: Budu Filter Container	3
Figure 2: Business Model Canvas	4

1.0 INTRODUCTION

Business model canvas (BMC) is a strategic management and entrepreneurial tool that allows you to describe, design, challenge, invent, and capture values. BMC can clearly show our business idea on a piece of paper that allows us to visualize the business model that we were about to do. BMC could help to detect our weakness thus we can use this information to improve and use the idea for our business model. The visual charts contain of nine segments which is key partners, key activities, key resources, value propositions, customer segment, channel, customer relationship, revenue streams, and cost structure.

This is the BMC report for my company product which is the Budu Filter Container where it can act as the business plan. It is interesting note that although the focus of the BMC is to establish the foundation of business model, it also may help my company to further improve my business plan. The Figure below shows the image of my products.



Figure 1: Budu Filter Container

2.0 The Business Model Canvas (BMC) for Budu Filter Container



The Business Model Canvas

Business Model Canvas KR Enterprise

Key Partner:

Retail Partnership

Online Retailer

Entrepreneur

Value propositions:

Brand

Innovation

New Creation / Technology

Key Activities:

Manufacturing

Investment

Key Resources:

Physical

Intellectual

Human

Technology

Customer relationship:

Product Discount

**Product Quality
Hotline**

Customer Segments:

Mass Market

Corporate Buyers

Cost Structure:

Manufacturing Cost

Distribution Cost

Marketing & Advertising Cost

Staff Salaries

Channels:

Distribution

Store

Advertising

Revenue Stream:

Information & Communication

Products Sales



2.1 Key Partner

To optimizes operation and reduce risk for business, my company involved in the relationship many partnerships to help my business model work. Some of the key partners for my company are:

i) Retail Partnership

My company will be teaming up with other businesses to get additional exposure and revenue, so that my company will end up with more customers and sales. Moreover, when a small business has a partnership, the more opportunity the company will have to grow their customer base and improve their business.

ii) Online Retailer

Upon gathering goods, one of a way to gather it is by online retailer where online retailer includes companied selling finished goods or products. The products will also be shipped and delivered from the company's warehouse or directly from the manufacturer.

iii) Entrepreneur

My company will also join with entrepreneurs to help in the product sales.

2.2 Key Activities

Key activities represent the action a company must take to make the business model work. These are the key activities:

i) Manufacturing

The Budu Filter Container is manufactured and design in our facility by the workers as the product.

ii) Investment

The company needs to invest to money in order to gain profit.