



PANASONIRA

BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

PANASONIRA offers wide range of products and services, including air conditioners, refrigerators, washing machines, compressors, lighting, televisions, personal computers, mobile phones, audio equipment, cameras, projectors, automotive electronics, electrical components, bicycles and electronic materials.

Our clients are consumer is students, housewife, and busiest workers that searching for the house applicant that can save their time for making breakfast. We also targeting traveller that searching for the house applicant that still can be use without source of electric.

Across Malaysia and Petaling Jaya particularly the PANASONIRA business has seen explosion of growth from year to year. Petaling Jaya is our headquarters and our factory. Since our headquarters is near with our factory we as a top management we always make a spot check to make sure that our product is in a good condition.

PANASONIRA marketing strategy is to emphasize the quality of our products and price of our product and services. We offer the high quality products because people nowadays searching for the high quality products that worth with the price of the products. Thus, we develop our marketing strategy to attract our customer to buy our products via walk in or through online.

We will work hard to become the most powerful company that will be known worldwide. We keep moving steps by steps to achieve the goals with making an improvement to our products to make sure that the products feet with the customer's needs and wants.

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3.0 CONCLUSION

Business model canvas is very important for those who want to make a business. This model will help us to make the strategic plan towards our products. For those who want to start a business, you can use it to identify how the different components of your company relate to each other. That's powerful when deciding where we need to focus on our time and attention as we start and grow our business. The business model canvas can help entrepreneurs to address specific risks and acquire more information about the competitors. The business model canvas has 9 blocks and each block relates with each other's. With this we can see whether our plan is correct or not. To start up a business we need to have a great business plan so that we can produce the great products that will meet with the consumer needs and wants. A great business model will give the great achievement to us.