

BUSINESS MODEL CANVAS (BMC)



AUTISM TRAFFIC LIGHT PLAY

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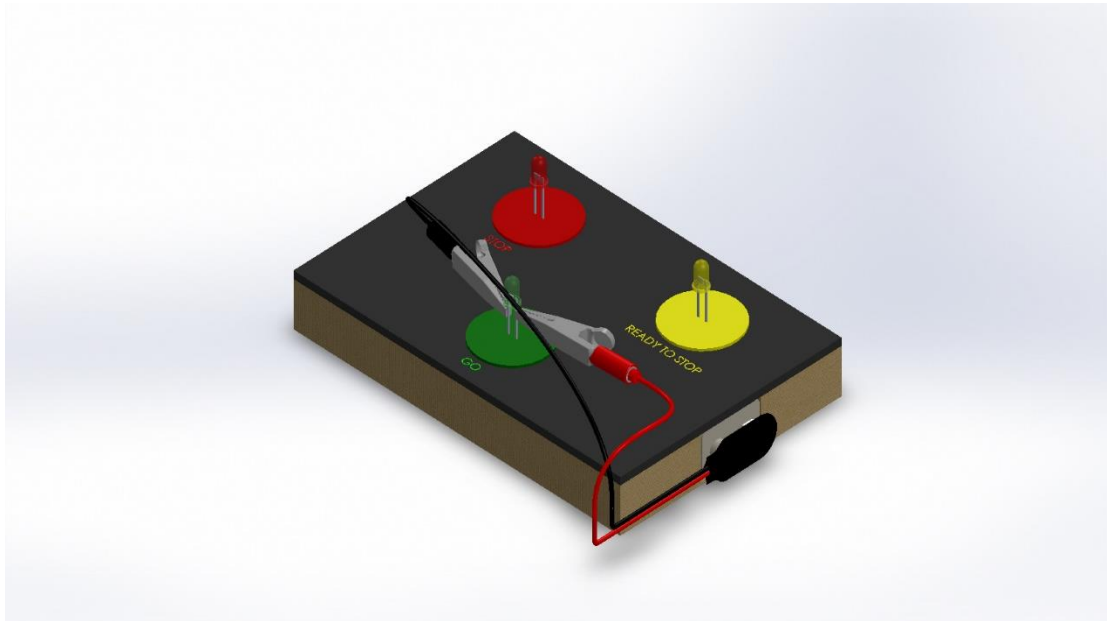
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1.0 INTRODUCTION

1.1 COMPANY PRODUCT



Sensory play is a product that can stimulate the senses, including the main sense of touch, smell, sight, taste, and sound. Sensory play may help children with autism spectrum disorder (ASD) during their intervention process. Therefore, AFMF SDN BHD has designed Autism Traffic Light Play (ATLP) which is a simple design of sensory play yet it gives many benefits for children with ASD. ATLP is designed to focus on stimulating the sense of touch and sight. This sensory play was focused on fine motor problem and focus.

The features of ATLP include:

- Traffic Light Colour
- Sensory Integration

1.2 BUSINESS MODEL CANVAS

Business model canvas is a visual framework that explains the way the different elements of a company operate. It describes how an organization creates their product or service, delivers it to the customers, generates revenue, and captures the value. Business model canvas eases an organization in creating, analyzing, and updating their business models. There are nine segments in business model canvas which are key partners, key activities, key resources, value propositions, customer relationships, channels, customer segments, cost structure, and revenue stream.

2.0 ANALYSIS OF BUSINESS MODEL CANVAS

<p>Key Partners</p> <ul style="list-style-type: none"> • Supplier for materials and manufacturing equipment • Toys store • Intervention Centre • Online store website 	<p>Key Activities</p> <ul style="list-style-type: none"> • Process of manufacturing and production of product • Get necessary license • R&D • Apply MC certification • Quality Assurance • Promoting product 	<p>Value Propositions</p> <ul style="list-style-type: none"> • Unique features • Safety measures • Size of product 	<p>Customer Relationships</p> <ul style="list-style-type: none"> • Online website • Home delivery service • Warranty • Customer service 	<p>Customer Segments</p> <ul style="list-style-type: none"> • Parents with autism children • People who deal with autistic children • Rehabilitation centre
<p>Key Resources</p> <ul style="list-style-type: none"> • Raw materials • Warehouse • Intellectual property 			<p>Channels</p> <ul style="list-style-type: none"> • Social medias • Television advertising • Toys store • Events 	
<p>Cost Structure</p> <ul style="list-style-type: none"> • Product cost • Damaged goods • Marketing cost • Variable Cost • Fixed assets 			<p>Revenue Streams</p> <ul style="list-style-type: none"> • ATLP sales • Charge on delivery • Product service 	

2.1 KEY PARTNERS

Key partners describe those people or organisations you need to collaborate in order to carry out your activities and reach your customers. These might be individuals you deal with either formal or informal alliances, associations, partnerships or joint projects. They also might be the people you may consider as suppliers.

One of the main partnerships for AFMF SDN BHD is supplier for materials and manufacturing equipment needed to produce Autism Traffic Light Play. Materials provided by the supplier are high quality of cardboard and colour paper, battery, clipper, and LED light. Next, toys store that has been signed contract with our company. Intervention centre is also be the key partner since it associates with our company to sell this sensory play to parents who have children with ASD. In addition, we also collaborate with online store websites such as Shoppe, and Lazada. Since online store become the main choice for Malaysian to shop, it easier for our company to market the product and sell it.

2.2 KEY ACTIVITIES

Key activities indicate action that a company need to take to deliver Value Proposition, to develop Customer Relationship, and to bring Revenue Streams. Modification of model is needed if Key Activities for current business model you have access does not especially interact with those areas.

The main key activities of AFMF SDN BHD is manufacturing and production of ATLP process. When the materials and resources available, then, manufacturing process can start at the warehouse. Next, company will apply for all the necessary licenses to produce and sell ATLP. AFMF SDN BHD is also did Research and Development (R&D) for the ATLP in order to grow and improve the business which involves researching the market and the needs of customers and developing new and improved products and services to meet those needs and to increase the quality of product. Other than that, AFMF SDN BHD will apply for MC certification to enhance customers' reliability on ATLP safety. In addition, we are also doing quality checking on the product to ensure that it is at the best quality and long lasting to meet customers' satisfaction. Moreover, our company promoting product to target market to ensure our product will be well-known and keep our company in line with competitors.