



Mawar Enterprise

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# BUSINESS MODEL CANVAS

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): BUSINESS MODEL CANVAS**

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**Mawar Enterprise Company**

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## **EXECUTIVE SUMMARY**

In this study, Business Model Canvas is used to introduce participants as an entrepreneurial tool for the construction of a basic business plan and to provide transferable knowledge and skills such as hands-on experience using the tool, oral communication, critical analysis, and team-work. There is nine-block that contains customer segments, value proposition, channels, customer relationship, revenue streams, key resources, key activities, key partner, and cost structure. The company needs to determine each of the nine-block of the business model canvas. The problem faced by the customer can solve with the opportunity recognition and solution. Many solutions are made to improve the product that available in the current market for customer needs. In the business model canvas, the company needs to fulfill all the blocks, to run the business, and produce the measuring set with scale. Many options are chosen by the company to distribute the measuring set with scales such as through online shops, retailers, and websites. This product also targeting customers such as housewives, chefs and also people in the diet. Therefore, this product will help many customers to solve their problems in the kitchen also diet.