



EASY SDN BHD



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UNIVERSITI
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MARA

EASY SDN BHD: BUSINESS MODEL CANVAS

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THE BUSINESS MODEL CANVAS

Company: Easy Sdn Bhd

Mission/Vision: To devote our talent and technology in creating major growth in the market

MARKET

CUSTOMER SEGMENTS



- Household

KEY ACTIVITIES



- Designing
- Logistics
- Marketing & Selling
- Test Market Study

KEY RESOURCES



- Manufacturing Facility
- Raw Materials
- Manufacturing Equipment

VALUE PROPOSITION



- Lower Cost
- Exceed Quality Standard
- Practicality To Use and Convenience
- Encourage Creativity And Excellence Among Customers

IMPLEMENTATION

KEY PARTNERS



- Manufacturers
- Retailers

CHANNELS



- Retails

CUSTOMER RELATIONSHIPS



- Customer Feedback
- Product Diversification
- Safe and Secure
- Ease of Use

COST STRUCTURE

- Marketing and Advertising
- Raw Materials and Development Purchase
- Logistic



REVENUE STREAMS

- Product Sales



EASY SDN BHD: BUSINESS MODEL CANVAS

Business Model Canvas (BMC) is a strategic management and a startup template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances.

In this report, the BMC is used to describe elements of the company, Easy Sdn Bhd with description in details of each of the element.

1.1 Elements of Business Model Canvas

1) Key Partners

	DESCRIPTION
	<ul style="list-style-type: none"> • Manufacturer is one of the key partners as it is responsible for implementing and operating the production system in order to produce the product. • It is one of the key partners as the Space-Saving Plastic Bag Storage Box needs to be made and assembled from raw materials.
	<ul style="list-style-type: none"> • Retailers is also the key partners as the goods that is produced by the manufacturers will then later distributed to the retailers who then sell to customers. • Easy Sdn Bhd operates in Terengganu and will distribute 588 units to our three retailers in the state for each month.

2) Customer Segments

	DESCRIPTION
	<ul style="list-style-type: none"> • The product is targeted on household which is defined by a group of family who live together. • Our customer is expected to be a household owners since the Space-Saving Plastic Bag Storage Box is commonly used in home to store used plastic bags.

3) Key Activities

	DESCRIPTION
	<ul style="list-style-type: none"> • The design of any product has to be done well or the product may not sell well or it may gain a bad reputation. • Space-Saving Plastic Bag Storage Box is designed to be very convenient to use and also comes with variety of colours as the preference of customers is taken into account.
	<ul style="list-style-type: none"> • Logistics helps in the flow and transportation of product from the warehouse to the consumer and also in supplying raw materials, goods and equipment to the company. Hence, it is one of the basic factors of success for every company. • Easy Sdn Bhd manages our logistics data including tracking and monitoring each delivery by using a very systematic system to enable a quick respond to problems as they arise.

	<ul style="list-style-type: none"> • Marketing helps a company create awareness for their product as it is the process of getting people interested in the company's product. A product cannot sell well if there is no solid marketing strategy. • Our company will mainly focus on promoting the product by using digital marketing medium such as Facebook or Twitter to market our business.
	<ul style="list-style-type: none"> • Every business decision should be tested before fully exposing of the target audience. By doing market testing, additional expenses and also delivering a bad product to the market place can be avoided. • Our company operates at Terengganu for a start due to the reason that Terengganu own a good number of households which is our target market.

4) Keyresources

	DESCRIPTION
	<ul style="list-style-type: none"> • In processing every product build, it is important to adress the manufacturing requirements that will help facilitate the process. Manufacturing facillity can influence the product outcome. • It is ensured that Easy Sdn Bhd uses high-quality manufacturing facilities in order to produce good products.