



اَبُو بَكْرٍ سَيِّدِي تَكُونُ لَوْ كُنِيَ فَاَمْرًا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES**

**ENT600**

**TECHNOLOGY ENTREPRENEURSHIP**

**BUSINESS MODEL CANVAS REPORT**

**“FLIP TOP STAND”**

**PREPARED BY** : MUHAMMAD ZUHAIR BIN ZAKARIA

**MATRIX NUMBER** : 2019544999

**GROUP** : D2CS2914A

**PREPARED FOR** : Madam Azzah binti Amran

**SUBMISSION DATE** : 11<sup>th</sup> June 2020 – 1<sup>st</sup> July 2020

## TABLE OF CONTENTS










Content	Page Number
1. Introduction	1
2. Business Model Canvas	2
3. Business Model Canvas Component 3.1 Key Partnership 3.2 Key Resource 3.3 Key Partnerships 3.4 Value Propositions 3.5 Customer Relationships 3.6 Customer Segment 3.7 Channels 3.8 Cost Structure 3.9 Revenues Stream	3-5
4. Conclusion	6
5. Reference	7

## 1. Introduction



This product focuses on the emerging trends and issues that are facing by the food and salon worker. The main issue regarding the struggling to drop out the thick fluid out of the bottles and wasting their time. When this situation happened, the service of some worker may longer and make the customer to wait and take their time. This can lead the frustration among customer while waiting the services and end up they will cancel their interest to get the services. The company will lose their profit for some customer who interested to their service or product. This product can help the worker to reduce their time consuming with the struggling issues that might happened to them. The main purpose on why this product is develop is to meet the requirements of consumers' demands regarding the solution to the proposed problems.

**NAME** : Flip Top Stands  
**MATERIALS** : Polypropylene  
**SIZE** : Adjustable  
**WEIGHT** : 115 grams  
**DURABILITY** : Strong  
**DIMENSION** : 4-6 cm of diameter, 3 cm length

## 2. Business Model Canvas

The Business Model Canvas		Designed for:	Designed by:	Date:	Version:
<b>Key Partners</b>  <ul style="list-style-type: none"> <li>• Manufacturing factory</li> <li>• Raw material supplier</li> <li>• Courier delivery company</li> <li>• Social media</li> <li>• Home essential store</li> </ul>	<b>Key Activities</b>  <ul style="list-style-type: none"> <li>• Advertising</li> <li>• Money related assistance</li> <li>• Product packaging</li> <li>• Sales</li> </ul>	<b>Value Propositions</b>  <ul style="list-style-type: none"> <li>• Reduce time consuming</li> <li>• Provide the best way to solve the struggling problem</li> <li>• Multi-purpose product for consumer</li> </ul>	<b>Customer Relationships</b>  <ul style="list-style-type: none"> <li>• Easily to interact with customer</li> <li>• Customer freely to give their comment and feedback</li> </ul>	<b>Customer Segments</b>  <ul style="list-style-type: none"> <li>• Burger stall worker and fast food café</li> <li>• Salon worker</li> </ul>	
	<b>Key Resources</b>  <ul style="list-style-type: none"> <li>• Factory to produce the product</li> <li>• Financial capital</li> <li>• Social media for advertising</li> </ul>		<b>Channels</b>  <ul style="list-style-type: none"> <li>• Advertisement in social media</li> <li>• House essential store</li> </ul>		
<b>Cost Structure</b>  <ul style="list-style-type: none"> <li>• Part and materials</li> <li>• Operational cost</li> <li>• Marketing experts</li> <li>• Factory cost</li> <li>• Distribution cost</li> </ul>		<b>Revenue Streams</b>  <ul style="list-style-type: none"> <li>• Advertising</li> <li>• Service revenue</li> </ul>			

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### **3. Business Model Canvas Component**

#### **3.1 Key Partnerships**

The fundamental accomplices in Flip Top Stand business activity are the manufacturing factory and the raw materials supplier. These two partnerships would be our greatest organization, as we need to locate the best raw material supplier for our requirement so that could produce the good quality for our product, as well as desired margins for our business. Courier delivery companies also important for our business as a key partner as they will conveys the raw materials also distributed the product that have ready to sell to the market. We utilize the social media and the appropriate store for our product which is essential store for promoting process.

#### **3.2 Key Resource**

Key resource depicts the most important resource required to make a plan of action work. There are three main key resource for our business which is a factory, financial capital, and social media. These resources are allowing the enterprise to make and offer a value proposition, reach market, keep up relationship with customer segment and earn revenues.

#### **3.3 Key Activities**

Key activities are most important activities in executing an organization's worth extent. The key activities that incorporates for our business product are advertising, money related assistance, product packaging and sales of the product. The marketing activities are very important because we want to people know the existence of our product and can attracted to have this product. For money related assistance, product packaging and sales of product also important for our business activities for manages the accounting sector.