



FACULTY OF COMPUTER SCIENCES AND MATHEMATICS

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

TOPIC: VIBRATION GAMING CHAIR

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TABLE OF CONTENT

NO	CONTENT	PAGE
1.	1.0 Introduction	3
2.	2.0 Customer Segmentation	4
3.	3.0 Customer Relationship	4
4.	4.0 Channel	5
5.	5.0 Value Proposition	6
6.	6.0 Key Activities	7
7.	7.0 Key Resources	8
8.	8.0 Key Partner	9
9.	9.0 Cost	10
10.	10.0 Revenue Stream	11
11.	11.0 Conclusion	12
12.	12.0 References	13

This business model canvas can be used to visualize such customer expectation and market problem. This practice will increase the market strategy and implementation of technology. This will make them more effective in market.

Business Model Canvas is used to validate the market significance of product and services which will be of technology nature in this case. Technology projects are often solution or process that solve a technical problem.

The Business Model Canvas

Designed for:Designed by:Date:Version:

Key Partners <ul style="list-style-type: none">ManufacturesSupplierRetailer	Key Activities <ul style="list-style-type: none">LogisticMarketingR&D Key Resources <ul style="list-style-type: none">BrandTechnologyPatent	Value Propositions <ul style="list-style-type: none">ReliabilitySpecial featuresDurabilitySafety in use	Customer Relationships <ul style="list-style-type: none">WarrantyPromotionOffers Channels <ul style="list-style-type: none">RetailerOnlinePlatform	Customer Segments <ul style="list-style-type: none">GamersStudentsCompany
Cost Structure <ul style="list-style-type: none">Product delivery costWater, Electricity, Phone billManufacturing		Revenue Streams <ul style="list-style-type: none">Product SalesAdvertisement		

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1.0 INTRODUCTION

Vibrator gaming chair is an innovation of the current gaming chair which composed of several unique features and functions such as vibration motor for providing tactile feedback to the user. Games use this ability to create a greater sense of immersion, to help communicate status information, Thermaltake to make the gaming chair active the cooling system and the design of gaming chair are good for health. The purpose of the innovation is to provide a better experience for consumers. Vibrator gaming chair target market are gamers and student in Malaysia. The idea of developing this product was derived by observation and innovation from old product.

A vibration gaming chair is an improvement of an existing product which provides various distinctive functions. This product enhancement is generated after observing and studying the weaknesses of the current products available and the problems faced by the consumers. Therefore, this product innovation is made up to provide the gamer and student to feel comfortable when sitting. This will give benefits and solve the problems of the consumers.



2.0 CUSTOMER SEGMENT

The customer segment for vibration gaming chair is gamer and student. Nowadays, many people playing games for too long and also student do task using laptop for too long and they don't have any suitable chair for sitting too long. I select the gamer and student because they need the tool that make them feel comfortable when sitting for too long. There is some innovation part in the gaming chair which is providing tactile feedback to the user. Besides, the price of the vibration gaming chair is affordable toward the gamer and student.

3.0 CUSTOMER RELATIONSHIP

Customer relationship is the process and manner by which a business maintain relationship with the customers. It is important to build the strong network so that the business will remain relevant in the market. The Albab sdn bhd manage their customer relationship by using warranty, offers and promotion toward their product. The customer will communicate with a company representative for help in the sales process and afterwards. By doing these concepts it will increase customer loyalty toward the product that produce by our company.

4.0 CHANNEL

Channel is a chain of business or intermediaries through which a good or services passes by the company until it reaches the final buyer or the end consumer. It is important to consider which method or platform is the best way for a company to serve its clients. Albab Sdn Bhd used three type of channel which are retailer and online platform.