



اَوْنُوْزِ سَيِّتِي تِي كُنُوْ لُو كِي مَارَا
UNIVERSITI
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MARA



BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

Musè Sdn. Bhd. is a private limited type of business that was established on 1st October 2020 by Hazimahtun Hasyimah Binti Md Shariff. The company is located at No. 31-1 Jalan Pegaga, D12/D Desa Alam, 40000, Shah Alam, Selangor Darul Ehsan. Three people who work alongside Hazimahtun are Nuridza Aida Julia Binti Mohd Ridza as Administrative Manager, Nur Farah Syafiqah Binti Mohd Salleh as Financial Manager, and Nur Faiqah Binti Fadilah as Marketing Manager. Each of us has the background and qualification in entrepreneurship and business which enables us to share the knowledge and contribute it to the business flow and progress.

As one of the cosmetics industries, we do have to compete with other businesses. Tanamera company and Total Image company are our competitors in such a way because both companies sell a natural and organic beauty product like us. Furthermore, they both are at an advantage as they have been in the industry for so long which makes them have their own regular customer.

Moreover, both companies sell their product which is free from alcohol, chemical, and others. This makes their products stand out more in the market. However, our company has our own uniqueness in which the product of O'Dear Spray could last longer as it requires our customer to only wear the spray twice or thrice per week. This makes the spray last longer and it is quite cheap to compare to other companies.

There are several main problems with commercial deodorants that Musè Sdn. Bhd. think it could solve with natural ingredients. Some commercial deodorants use questionable compounds and ingredients such as health-harming parabens, phthalates, and aluminium that can cause dark underarm to the users. There are also branded deodorants available in the market that ineffective to prevent odour for some people and leaving stain on their clothes.

Thus, O'Dear Spray has several solutions that are sure to overcome those problems. We believe in creating personal care products that are better for our customers' bodies. Our product is made especially for users who suffer the problems with sensitive skin, sensitive to the smell

of deodorant, dark underarms, and bad odour. This is because our product is made with 100% organic and natural ingredients which contain a lot of benefits to the users.

O'Dear Spray also is free from harmful chemicals. Safe ingredients do not have to mean less effective products. Our deodorant is 100% natural yet powerful and can keep our customers' feeling and smelling fresh for up to 12 hours. Other than that, the bottle of O'Dear Spray is very bag friendly which means it is convenient to store at any place either in the handbag or bag pack as its size is small and spill-free bottle.

Lastly, we really hope that Musè Sdn. Bhd. can expand the business and increase the company's profit as well as become the most successful cosmetics company in Malaysia in the future.

1.0 INTRODUCTION

1.1 Business Background and Business Structure



Figure 1.1 Musè Sdn. Bhd. Logo

O'Dear Spray is a product that was marketed in the year 2020 by Musè Sdn. Bhd. Its purposes are to brighten the underarm and reduce bad odour. Musè Sdn. Bhd. is a company that was commenced on 1st October 2020. It is based in Malaysia and located at No. 31-1 Jalan Pegaga D12/D Desa Alam, 40000, Shah Alam, Selangor Darul Ehsan. The chosen location is due to its strategic place and near to the residential area.

Musè Sdn. Bhd. is a small manufacturing business. We produce our own all-natural deodorant, which is O'Dear Spray. We also sometimes sell our product directly to the public. Our type of legal entity is a private limited company. The owner is Hazimahtun Hasyimah binti Md Shariff who is responsible for establishing the Musè Sdn. Berhad. The availability of manpower in our company is 4 people. Our business and operation hour starts at 8:30 a.m. until 6:00 p.m. except for Saturday and Sunday as we closed on the weekend.

1.2 Objective, Vision and Mission

Objective

- To treat customers' problematic skin with great ingredients at an affordable price based on our expertise.
- To aim for minimum cost and maximum profits without ignoring the customers' satisfaction.

Vision

- To be the premier global direct seller of premium and innovative deodorant products.