



اَبُو سَيِّدِي تَيْكُو الْوَيْلِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

**UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN MELAKA
KAMPUS BANDARAYA**

**SEMESTER 2 SESSSION 2020/2021
OCTOBER 2020 – FEBRUARY 2021**

**ENT530
ENTREPRENEURSHIP**



**POLILO
ENTERPRISE**

**ASSIGNMENT:
BUSINESS MODEL CANVAS REPORT**

**PRODUCT :
SMART HOME DUSTBIN**

PREPARED BY:

| NAME | STUDENT ID. |
|---|--------------------|
| NURUL SYAHIRA BINTI ROPA | 2020957627 |
| AMMAR ASYRAF BIN MOHD ADRISHAM | 2020465712 |
| AZLIA ZULAIKHA BINTI AMIJAK@RAZAK | 2020810464 |
| MUHAMMAD FARIZZUAN BIN MOHD TAMRIN | 2020899466 |

**CLASS:
M1 BA242 2C**

**KUMPULAN:
Z18_POLILLO**

**CHECKED BY:
MADAM ZAINAH JALIL**

TABLE OF CONTENT

| NO | TITLE | PAGE |
|-----------|--|-------------|
| 1. | Executive Summary | 1 |
| 2. | 1.0 Introduction 1.1 Company Background 1.2 Problem Statement 1.3 Opportunity Recognition 1.4 SWOT Analysis (two competitors) 1.5 Purpose of Business Model Canvas Preparation | 2 - 6 |
| 3. | 2.0 Business Proposal 2.1 Business Model Canvas (BMC) 2.2 Details of Business Model Canvas (BMC) 2.2.1 Customer Segments 2.2.2 Value Proposition 2.2.3 Channels 2.2.4 Customer Relationships 2.2.5 Revenue Streams 2.2.6 Key Activities 2.2.7 Key Resources 2.2.8 Key Partnerships 2.2.9 Cost Structure | 7 - 15 |
| 4. | 3.0 Conclusion | 16 |
| 5. | Appendices | 17 |

EXECUTIVE SUMMARY

This report is about our company business model canvas. Our business name is Polillo Enterprise. Our company can be located at Lot LG-3, Perseda Cattleya, Jalan Cattleya 3, 70450 Senawang, Negeri Sembilan. Our business has been registered on 5 November 2020 and commencement on 10 November 2020. Our business is selling a special kind of product that is called Smart Dustbin.

Smart Dustbin is a special type of dustbin that can automatically open the lid itself because it has a sensor that can detect the user's knees or hands when they close with the dustbin. This feature is really smart, and this features also immediately sets it apart from other dustbin in the market that are made from our competitor. Besides, this features also helps some of the problem that can be found in which people does not want to touch or open their dustbin because its dirty.

The purpose of our company in making this business model canvas is to help people understands what our company is all about. In addition, this business model canvas or (BMC) also helps in establishing the 9 components that is needed to run a business. These nine components are value propositions, customer segment, channels, customer relationships, revenue, key resources, key partners, key activities, and cost structure.

Some of the components of the business model canvas for our business are for example for channels are social media, telephone, retailers, and email. Some of the key activities are quality control, marketing and storage. Also, key partners are our suppliers and courier services and for cost structure are rent, wages, maintenance and advertising.

1.0 INTRODUCTION

1.1 Company background

1.1.1 Company Background

| | |
|--------------------------|--|
| Name of the Organization | : Polilo Enterprise |
| Business Address | : Lot LG-3, Perseda Cattleya, Jalan Cattleya 3, 704450 Senawang, Negeri Sembilan |
| Website/e-mail address | : Palilo.ent@gmail.com |
| Telephone Number | : 017- 6093182 |
| Form of Business | : Partnership |
| Main Activities | : Smart Home Dustbin |
| Date of Commencement | : 10 November 2020 |
| Date of Registration | : 5 November 2020 |

1.1.2 Company Structure

