

BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : BUSINESS MODEL CANVAS

**FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT
(BA240)**

SEMESTER : 2

PROJECT TITLE : BEVIGOR POWER

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SUBMISSION LETTER

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24 DECEMBER 2020

Madam,

SUBMISSION OF BUSINESS MODEL CANVAS (BMC) ENT 530

According to the title above, our group would like to submit our Business Model Canvas for Principle of Entrepreneurship (ENT530) subject. This BMC is about the exposure of a business that run by experience business man or woman. It also included with nine important keys that I got from our company.

2. For this purpose, we have decided to take Bevigor Power as our company products. We choose this business because there is plenty opportunities and potential industry in this industry. Besides, lots of people tend to get scared towards insects.

3. As such as we submit to you the report in Business Model Canvas for your approval. We would like to record my thanks and appreciation to madam. We anxiously hope that it will meet your expectation and you will be satisfied with the Business Model Canvas report. Thank you in advanced.

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EXECUTIVE SUMMARY

At the present time, the use of chemicals is arguably the most widespread method to control pest populations as well as human disease vectors. A close study of such an approach exposes several concerns. The effectiveness of a chemical in controlling pests is severely attenuated over the long term. In addition, widespread use of pesticides results in harmful effects on human health and the environment. To counter the problem, Bevigor (M) is a start-up business that produces an alternative, innovative and ecologically sound strategy for curtailing pest problems. This business focused on consistently fulfilling the requirements of customers and providing high customer satisfaction through Bevigor Power, excellent service, the best quality of insecticide and become number one of insecticide by using non-chemical and natural ingredients. For our products, we use natural ingredients that are not necessarily harmful to our beloved customers to make them feel safe when using the product. We also have qualified and well knowledgeable staff and we always give them training to improve our products and create more innovative products in the future.

Bevigor (M) also offered several services for our beloved customers. Which are cash on delivery and service maintenance for certain locations, and for customers from another location, we provide courier service. As today, people use more online shopping platforms throughout the pandemic situation because they can avoid or prevent more interactions with people and it makes them more convenient. As a result, we use online shopping platforms such as Shopee and Lazada to make it easy for customers to order our products. By using the online shopping platform, we get many advantages as a start-up business, such as reducing leasing costs and sales staff salaries.

The mission of our business is to be a company that helps people to overcome their fear towards insects by using our Bevigor Power. We will make extensive efforts to develop and enhance our products and run the company efficiently and successfully in order to accomplish the mission. On the contrary, our vision is to be the world's number one insect repellent company. In order to fulfill our mission and vision, we want to preserve our uniqueness and stand out from other competitors to gain more customers and maintain their loyalty to us.

1. INTRODUCTION

1.1 Company Background

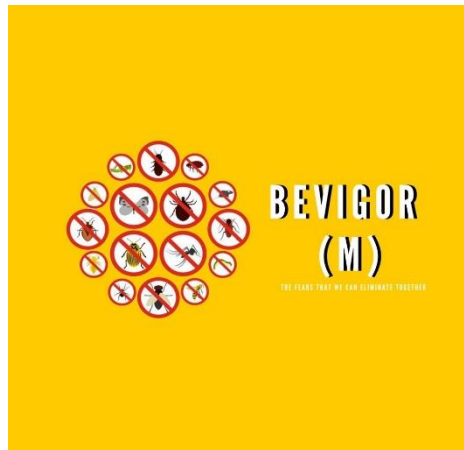


Figure 1: Logo of Bevigor (M)

Name of Company	Bevigor (M)
Nature of Business	Manufacturing Business
Location of the Business	Jalan Perusahaan Maju 3, Prai Industrial Estate, 13600 Perai, Pulau Pinang.
Date of Business Commencement	1 st January 2020
Date of Registration	25 th March 2020
Factors in selecting the proposed business	<ol style="list-style-type: none">1. To help people that have insect allergies.2. To decrease the number of dengue fever cases.3. To eliminate all the insects in an easier way.
Future prospects of the business	<ol style="list-style-type: none">1. To develop and expand the business to be better in providing the best insecticide products and services.2. Involve in Research and Development (R&D) to improvise products.3. To be the most successful insect repellent company

Table 1: Company Background