



اَوْنِبُوْرُ سَيِّتِي تَيَكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**PRINCIPLES OF ENTREPRENEURSHIP (ENT530):  
BUSINESS MODEL CANVAS**

**GROUP: BA2422C**

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## **EXECUTIVE SUMMARY**

Our company, Nisa' Exclusive is being operated since 3rd February 2020 at Bandar Baru Bangi, Selangor. The place located was strategic and it is easily to find. Our business creates an innovation of prayer mat which is a Seat table Prayer Mat. Our objective is to makes our Muslims perform their obligation of solat, reading al-Quran comfortably.

This new creation of the Seat table Prayer Mat is mainly to support our back to lean especially for those who have back pain and legs problem. We ensure that our Seat table Prayer Mat gives more comfortable position to our Muslim when they want to seat and reading al-Quran or to listen or hear a tazkirah. It also can be used at anytime and anywhere because we also provide a bag so the Seat table Prayer Mat can be keep and carry easily. Also, it can be purchase in walk-in store or in our website.

The purpose of preparing Business Model Canvas (BMC) is to clearly gives the idea and details of the product, to go through the process of our business, to detect the strengths and weaknesses. Key partners and activities is important to create alliances with partners and having a good knowledge of the core of activities. Meanwhile, a key resource is needed to perform in terms as physical or human resources. The value proposition is about the core of the company. It is also important to create a relationship with a customers and how to organizationally to distribute the product among the customers. Identifying the needs in the customer segments will lead a customer satisfaction. The cost structure can determine the amount of variable cost, profit and even the turnover. The revenue streams provide a clear insight into the revenue model.

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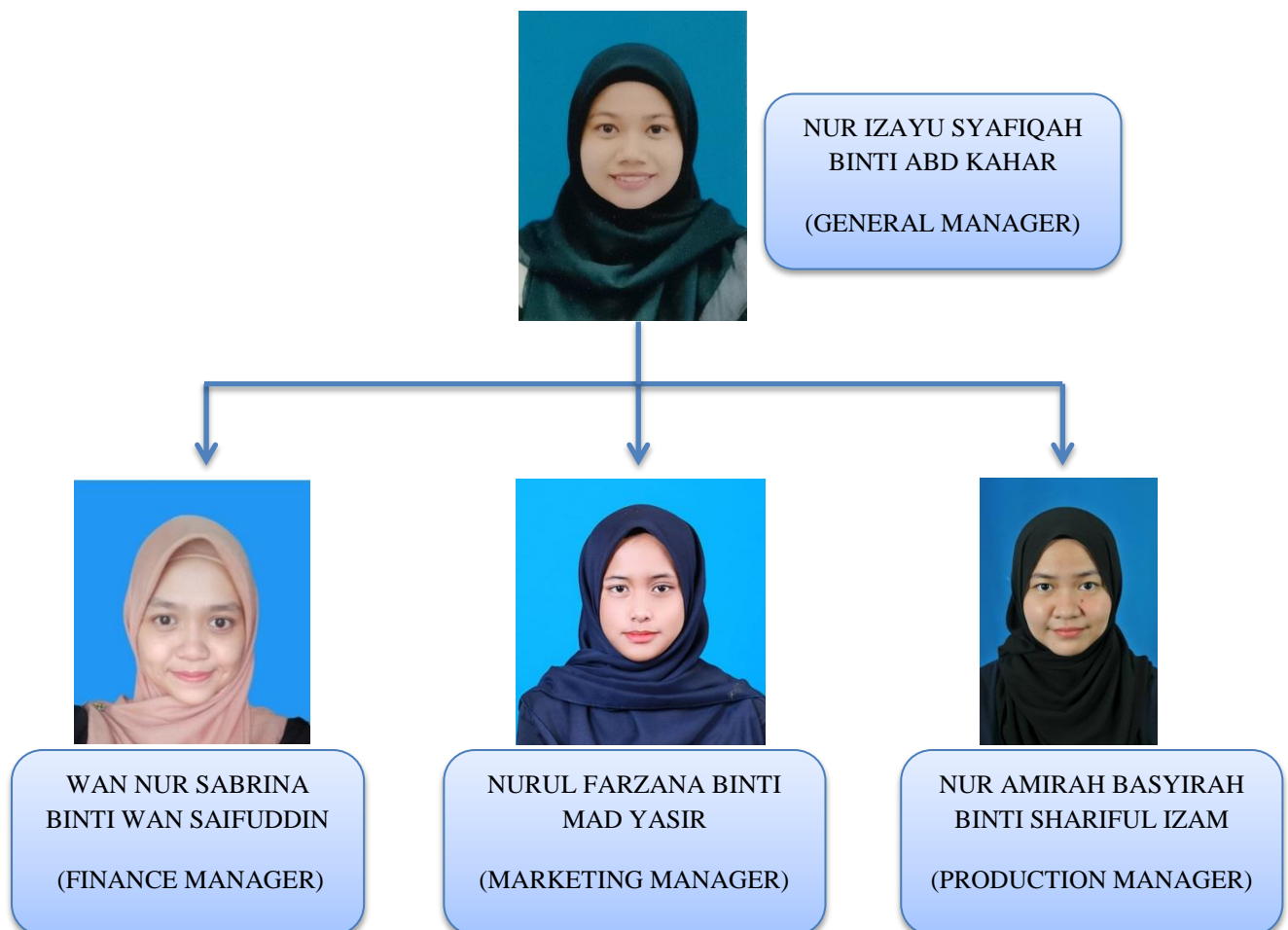
## 1.0 INTRODUCTION

### 1.1 Company background

#### 1.11 Company background

<b>Name of the Organization</b>	: Nisa' Exclusive
<b>Business Address</b>	: 46, Jalan 2/3A, Seksyen 9 43650 Bandar Baru Bangi, Selangor
<b>Website/e-mail address</b>	: <a href="http://www.nisaexclusive.com.my">www.nisaexclusive.com.my</a>
<b>Telephone Number</b>	: 03- 87876432
<b>Form of Business</b>	: Sole proprietor
<b>Main Activities</b>	: Seatable Prayer Mat
<b>Date of Commencement</b>	: 3rd February 2020
<b>Date of Registration</b>	: 18th February 2020

#### 1.12 Company Structure



## **1.2 Problem Statement**

We find out that the elder people and people who have back pain and legs problems are uncomfortable when praying, reading al-Quran or sitting too long without leaning on something. For example, situation 1, when elder person who has leg pain wants to perform prayer at a mosque, he needs to sit on a chair. He also needs to find a chair so that he can pray by sitting on a chair or else he needs to bring folding chair that has small base and not stable enough for him. For Situation 2, a people who wants to go to hear talk or tazkirah. After a few hours, he realises that he finds it uncomfortable to sit in the current position without leaning on something. He feels too much pressure on his waist and back.

## **1.3 Opportunity Recognition**

We find out the problem and thinks ways to solve the problems that occur in those people. We innovate the normal prayer mat into folding prayer mat. The customers can use the prayer mat to pray or lean against the prayer when reading al-Quran. Our set of foldable prayer mat provides bag that can be used to keep the foldable prayer mat and can bring anywhere. The beg also can maintain the freshness of the mat. Thus, the solution for situation 1, he can put the prayer mat on a floor. Then he needs to adjust the angle of the prayer mat and he can sit while praying comfortably without feels the pain on the joint of his legs as the material is soft. The solution for situation 2, before hearing the long talk or tazkirah, he can put the prayer mat on a floor and adjust the angle of prayer mat until he finds it comfortable to lean against for few hours. His waist or back will get less pressure although sitting on the mat for a long time.