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**BUSINESS MODEL CANVAS**  
**ATMOSPHERE SKY AMWAY - AIR PURIFIER AND TREATMENT**

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**EXECUTIVE SUMMARY**

In this study, Business Model Canvas (BMC) is to expose people an entrepreneurial tool for creating a fundamental strategic or business plan to provide applicable skills and experience such as BMC gives the business idea into a clear structured form. There are nine elements of BMC that are customer segments, value proposition, channels, customer relationship, revenue streams, key resources, key activities, key partner, and cost structures. The focus of this report is based on a studying of The Atmosphere Sky™ Air Treatment System (ATS). Amway is one of unique company that is produced some products to help people. Also, Amway intends to increase by introducing new goods and business possibilities to people of various backgrounds and cultures. The problem faced as indoor air are more polluted than outdoor air and this product provides clean indoor air that contain pollution, viruses, allergens, and mildew. This product also targeting consumers of all ages. In short, it has added significant value to the social and economic life.

**Keywords:** Amway, Business Model Canvas (BMC), Strategy, Business Plan, The Atmosphere Sky™ Air Treatment System (ATS)