



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

**SEMESTER 5 SESI 2020/2021  
OKTOBER 2020 – FEBRUARI 2021**



**DIGNIFY.CO**

**BUSINESS MODEL CANVAS (BMC)**

**ENT530 PRINCIPLES OF ENTREPRENEURSHIP**

**FACULTY & PROGRAMME :**  
FACULTY OF ART AND DESIGN  
BACHELOR OF GRAPHIC DESIGN (HONS.)

**PROJECT TITLE :**  
DIGNIFY APPS

**PREPARED BY :**  
SYAMIMI BINTI ZAINAL (2020956207)  
ANIS NAJIHAH BINTI MOHD RUSHDI (2020983235)  
NUREEN NADZIRA BINTI HARULISAM (2020142259)  
NURUL HAZWANI HUSNA BINTI SUZAIMI (2020989657)  
SYED IRFAN RABBANI BIN SYED AMDAT (2020961529)

**GROUP:**  
MAD241 5C

**LECTURER :**  
MADAM SITI NAZIRAH BINTI OMAR

## TABLE OF CONTENT

<b>ACKNOWLEDGEMENT</b>	<b>2</b>
<b>LIST OF FIGURES</b>	<b>4</b>
<b>LIST OF TABLES</b>	<b>5</b>
<b>EXECUTIVE SUMMARY</b>	<b>6</b>
<b>1.0 INTRODUCTION</b>	<b>7</b>
1.1 Company Background	<b>7-8</b>
1.2 Company Mission	<b>8</b>
1.3 Company Vision	<b>8</b>
1.4 Organizational Chart	<b>9</b>
1.5 Problem Statement	<b>10</b>
1.6 Opportunity Recognition	<b>11</b>
1.7 Competitors SWOT Analysis	<b>12-14</b>
1.8 Purpose of Business Model Canvas Preparation	<b>15</b>
<b>2.0 BUSINESS PROPOSAL</b>	<b>16</b>
2.1 Business Model Canvas (BMC)	<b>16-17</b>
2.2 Details of BMC	<b>17</b>
2.2.1 Customer Segment	<b>17-18</b>
2.2.2 Value Propositions	<b>18-19</b>
2.2.3 Customer Relationships	<b>19-20</b>
2.2.4 Channels	<b>21</b>
2.2.5 Key Resources	<b>21-22</b>
2.2.6 Key Activities	<b>22-23</b>
2.2.7 Key Partners	<b>23-24</b>
2.2.8 Cost Structures	<b>24</b>
2.2.9 Revenue Streams	<b>24</b>
<b>3.0 CONCLUSION</b>	<b>25</b>
<b>4.0 APPENDICES</b>	<b>26-27</b>

## **LIST OF FIGURES**

**Figure 1: Dignify.co Logo**

**Figure 2: Organizational Chart**

**Figure 3: WebWeaver (Learning Centre) Logo**

**Figure 4: WebWeaver SWOT Analysis**

**Figure 5: Supplier**

**Figure 6: Distribution Partners**

## EXECUTIVE SUMMARY

Dignify.co is a company that was established in 2021 and located in Alor Gajah, Melaka. Dignify.co is a company that is offer services to users or community to find an easier method for approaching experts or designers regarding to improvise their brand to the top. We see this as a great opportunity for us to penetrate the market by innovating an innovative and design that can help the consumer in their daily life.

Nowadays in Malaysia, having problem to approach expert and designer because we are having MCO and lockdown where all the printing or designers company need to be close for awhile around 2 weeks or more. We also offer our services through our own website to make all the consumers easier to reach and contact us. So, it is suitable for all entrepreneur and others too.

The market is very competitive where there are few companies that are manufacturing the same thing as us, but our products have their own specialty. Our services has a specialty where it will be equipped with all the great designer which are professional so it is very easy to discuss any design or what is the best for you during consultation. We also have features where this apps will come with 4 category of design into 4 sections which are , illustration, photography, 3D mockup design and custom. So, we believe with this technology the user of this Dignify apps will be more comfortable. We are developing a product that can be very helpful toward society.

Our company will be located in Alor Gajah, Melaka. But it is just the factory and management building. Our product will be sold online such as on our own website so any questions consumers can contact us thru it. By doing this we can lower our cost on opening a physical contact which is also help all people to stay at home too.

As from now we are targeting the market in Malaysia but we will expand to the global market. We believe this product is very promising to generate more revenue in the future.

## 1.0 INTRODUCTION

### 1.1 Company Background



**Figure 1 : Dignify.co Logo**

Dignify.co is a company formed by 5 divergent thinker members which are Anis, Hazwani, Irfan, Nureen and Syamimi. This company established on 5 May 2021. Dignify.co is a company that established application using phone or website app that offers service for users or community to connect and find experts or designers that are expert regarding on design such banner, logo design, bunting and so on. To think and improvise more on things that can ease people's life during this pandemic Covid-19 as there are many people that started their business during this chaos just to survive. Plus, Dignify.co started because during MCO there are many designers with diploma or degree certificate started being freelance but just work from home as it is hard to meet up with their client and customer during MCO. So, Dignify.co specializes in the production of designing or rebranding brand for users during this MCO and to help designer and expert connecting to clients and customer easily. Our products are known for their distinctive quality and uniqueness. We choose a firm in the sector of home appliances because it is fitted to our requirements and skills, and it is a sufficient supporting element for developing certain this endeavor.