



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530): BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

Nowadays, many people try to pet some cat or dog either for themselves or for their children at home. Some of them love their pet so much and bring them anyway. Many pet accessories for pet lover including this umbrella. My Umbrella is one business that have multipurpose umbrella for pet and pet lover. This business focus on pet but also can use for human. With all the problems included by customers, we create this umbrella to solve their problems and make them easy to hold their pet also their belongings. We improvised the original umbrella to something different for our customers' attractions but still with the affordable price for our customers. We observed customers' interest to develop this idea of umbrella. We also have specialized for umbrella which is make our umbrella looked special than other products.

We provide our customers with our outstanding service by providing excellent client care and a well-organized distribution system. We guarantee that with our quick help, we will be able to better serve our customers both locally and internationally. We may supply unmistakable goods with lasting impacts because this organisation has a fantastic crew of designers always zeroing in on fresh goods. For our customers' convenience, we have a large selection of umbrella plans.

The mission of our business is Umbrella provides support to individuals, and their loved ones, who is struggling with substance use issues. In order to fulfil the mission, all the staffs plan an important roll to make it success. The vision of this company is communities will embrace and support each one of those influenced by substance use and concurrent psychological wellness challenges. We also want to create something more convenient for our customers and want to maintain the uniqueness of our products.

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND



Name of Company	MY UMBRELLA
Nature of Business	Sole proprietorship
Industry Profile	Umbrella Industry
Location of the Business	MY UMBRELLA SDN BHD No 1, Jalan Melaka Raya, 24, Bandar Hilir, 75000 Melaka
Date of Business Commencement	1 st January 2000
Date of Registration	20 th January 2000
Factors in Selecting the Proposed Business	Don't have suitable umbrella for pets. To help people who have pets if the weather hot or rain when they want to go out.
Future Prospect of the Business	Open more branches in Malaysia and China. The best company that provides the suitable umbrella for pet's lover.

Description:

MY UMBRELLA SDN BHD is one of the main umbrellas produces in Malaysia and China with more than 20 years of experiences in the manufacture and export of quality umbrellas. Serving in the manufacturing of different plans of umbrellas in the business, we have delivered more than 10000 umbrellas for our customers' determination. Our aim for this company to offer productive and brief support in serving all scopes of corporate customers around the world.

Our company is situated in Malaysia and we convey our submitted service to our customers through quality client assistance and proficient dissemination organization. Through our brief assistance, we guarantee to serve our customers more successfully both locally and globally. This company with a superb group of creators continually zeroing in on new items we can deliver unmistakable items that have enduring effects. We have a wide exhibit of umbrella plans for our customers' determination. Umbrella products such as open or close umbrella, golf umbrella canopy and tents are being marketed and distributed to nations overall like Southeast Asia, Europe and United Stated. But this time, we were created a new product of umbrella

which is multipurpose umbrella. Its suitable use for who want to be going out with their pet and this umbrella also can use for human. As a manufacture and direct supplier, our customers can save cost on their purchase and amplifying their income.

There are 7 values that this company practice such as respect, empowerment, leadership, trust, hope, full access, and partnerships. The value of respect can describe as we embrace every individual's situation without judgment. We meet individuals where they are and offer help and acknowledgment in a non-accusing and open way. Second is empowerment can define as we look to connect all individuals from our local area, edify them on substance use and emotional wellness issues, and engage them to have an effect. Third is leadership can describe as We perceive those unpredictable issues are frequently settled by a progression of basic demonstrations. That successful initiative can happen, inside our association, however all through the bigger local area. Fourth is trust can define as we work to acquire a serious level of public trust through compelling joint effort with each one of those influenced by substance use. We perceive that great work does the greatest when uninhibitedly shared.

Next is hope can through our activities, we change the way the individuals who battle with issues of substance use psychological maladjustment and vagrancy see themselves and are seen by others. The sixth value of this company is full access. We decrease administration hindrances so that all individuals who require administrations can get to Umbrella's backings. Finally, is partnership. We are focused on working with others to guarantee that individuals with substance use issues can get to excellent administrations in a compelling and ideal way.