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## **BUSINESS MODEL CANVAS**

### **NINJA DOBI**

**PRINCIPLE OF ENTREPRENEURSHIP (ENT530): BMC**

**BA242 4A**

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## **1.0 Acknowledgement**

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## **2.0 Executive Summary**

Ninja Dobi is a doobby that provide a pick-up and self-service (washing, drying, and folding) dedicated to consistently providing high customer satisfaction by rendering reliable machines and furnishing a clean, enjoyable atmosphere at a competitive price. Our doobby provides pick-up service that be easy for the customer who have no time for laundry. We also use an application to track the process so that the customer will about their laundry.

This Business Model Canvas is practically show us on how to develop a new product and idea to create a better flow of doing business. It also covered all part of new start-up business to guide and identified what is important in business. SWOT analysis of the competitor will include by that we will get an idea to deal with the market in the same nature business and we will be aware about anything.

The content of Business Model Canva such as key partner, key activities, and all other key point are to guide how to interpret the market deals. This analysis is to make sure that we do not do any mistake when we in a real situation.

### **3.0 Introduction**

#### **3.1 Company Background**

The name of our company is Ninja Dobi. Ninja Dobi is a laundry service company that does laundry for our customers. Our company's outlet is located in Puncak Alam where is close to residential areas, university, and hotel or homestay. We choose the name Ninja Dobi for our company because our services are fast like ninjas, and we committed to give an excellent quality and services to the customers. Our company provide two type of services which is self-service and pickup service. For the self-service, they have to walk into the store to do their laundry itself. While for the pickup service, our employees will pick up the clothes and sent it back to them after finishing the laundry. Ninja Dobi services were established on 1 May 2021 and will be registered with Suruhanjaya Syarikat Malaysia. We are also transparent with our customers to make sure that they will stay loyal to our services. Our company provide the website and apps so that the customers could book dates easily without having to walk-in to the store. Other than that, the customers also can keep on track the process of their clothing expansion.

#### **3.2 Problem Statement**

There is some problem statement can be identified in the issue of use laundry service. When people use self-service laundry, they subconsciously used more laundry detergent either in powder or liquid form. Some people argue that using a lot of detergent on clothes will make the clothes look cleaner. However, excessive use of detergent will cause the clothes to become stickier because the detergent foam does not disappear properly. Thus, the excess foam will flood the washing machine. At the same time, it will cause a waste of laundry detergent.

So, we have come up with the idea by providing a place to measure the detergent before putting in the washing machine. The place to measure the detergent is to make sure that the amount of detergent included is not excessive and appropriate for the clothes to be washed. Thus, this indirectly will reduce the wastage of laundry detergent if it is in the correct proportions. Other than that, this will also prevent from being washed twice when the clothes become stickier due to excessive detergent.