



**REACT COMPANY**

**ENT530Z**

# **BUSINESS MODEL CANVAS**

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

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## **EXECUTIVE SUMMARY**

REACT Company produces truly innovative and useful 3-in-1 backpacks with fast and reliable service. The priority of this marketed product is to assist students as well as pedestrians and motorcyclists because this product is produced with various advantages in terms of safety and convenience. This is due to the fact that this 3-in-1 backpack is waterproof and lightweight, flexible, and equipped with security materials such as neon strip printing and an RFID blocking system. This backpack also has more compartment space.

This Business Model Canvas demonstrates how to develop a new idea and create a better flow of doing business, as well as how to obtain a loan or grant from a financial institution. Furthermore, the content of the Business Model Canvas covered all aspects of a new start-up business in order to guide newcomers to the industry in determining what is most important. It also includes an analysis of the competitors' SWOT to get an idea of what is a real deal of the market in the same nature of business, so that we are aware of any future events.

The content of the Business Model Canvas, such as key partners, key resources, revenue streams, and other key points, is intended to guide us in interpreting market deals. The most important thing is to ground ourselves in the reality of the business. The purpose of the analysis is to ensure that we do not make too many mistakes when we are in a real-life situation.

The target market for REACT Company is focused on demographics and physiography. As our company produces products that are quite different and unique from those on the market, we have tried our best to provide high quality products in order to make our products among the best and satisfy all of our users.

REACT Company's mission is to provide high-quality services at the most reasonable prices for our consumers. To complete the mission, our teammates collaborate in a massive effort to run the business effectively and successfully. After all, our vision is to be the best company in the industry and to be our customers' first option when it comes to informing their friends and family about our products. Furthermore, we want to maintain our uniqueness and differentiate our product from other competitors in order to attract more customers and keep them loyal to us.

## 1.0 INTRODUCTION

### 1.1 COMPANY BACKGROUND



*Figure 1.1: Company Logo*

REACT Company is a Malaysian-based company which provides its services worldwide. This company is a partnership company, in which the general manager is *Ms. Syarifah Amirah*. The marketing manager is *Ms. Syamim Najiha*. The Financial Manager is *Ms. Siti Hazlyana*. The operations manager is *Ms. Nurshasya Nabila* and the administrative manager is *Ms. Nurul Fazliana*.

The name REACT was formed based on our motto "*React as your guard*", and from the name itself is what our company is aiming to do. Our company's mission is to protect our customers' safety and promise to give them comfort, which is why our company decided to innovate backpacks that could bring safety to all our customers while our vision is to be the first Malaysian-based company to provide a new invention of backpacks internationally.

REACT company was formed in January 2019 and the idea came when there were a lot of issues regarding an accident related to pedestrians and motorcyclists especially those who ride motorcycles in the middle of the night or during heavy rain. Therefore, REACT Company produces 3 in 1 backpack that have a lot of safety elements, in which, the safety elements that we have include are the neon stripes and RFID blocking system. REACT company is the first company to produce this type of backpack in South-east Asia. Besides that, the majority of Malaysians ride motorcycles and prefer to walk to their destinations such as offices, schools, and universities, so, this could be one of the attractions for this population.