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UNIVERSITI
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MARA



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

The overview of this Business Model Canvas (BMC) is that we were able to gain a lot of new knowledge and information about the business and entrepreneurship worlds. This business is focus on partnership enterprise. We started this business to provide high-quality products to our customers while also reducing the burden or problems they face, such as back pain, headaches, stiffness, and insomnia. Our business, aromatic gel pillow, has grown significantly since its inception, and today Sleepillow Aroma. Co offers a variety of aromatic gel pillow designs to our valued customers.

As we all know, there are numerous other businesses or companies that sell cool gel pillows these days. As a result, we decided to start-up this business and continue to improve our product in order to meet the needs of our customers and generate more profit and revenue. We chose to start our business because there is a high demand from customers, particularly in Malaysia, because when the temperatures rise, they will require this type of product to solve all of their sweaty night-time problems.

We were also success to analyse several aspects of our business using this Business Model Canvas, including our customer relationships and target customer demographic trends. The Business Model Canvas is important in business because it helps us visualize what is important and forces consumers to address key areas, and in fact, we can enhance our product on a regular basis.

1.0 INTRODUCTION

1.0 Company Background



Figure 1.1 Sleepillow Aroma. Co Logo

Sleepillow Aroma. Co is one of the companies that sells aromatic scent pillow with cool gel in Malaysia. Our company owns a retail store and also have a digital online platform for selling the products. Basically, Sleepillow Aroma. Co focus more in creating a premium quality products that eco-friendly in order to meet our consumers' expectations as they value higher quality products more than prices. Thus, sales revenue of the company will increase as a premium quality products can attract more customer. There are several product line that we already produced and mostly user friendly such as neck cooling pillow and Lumbar cooling pillow. We are currently continually developing new products and reinforcing existing products to include a full range of sleep products that provide each sleep personality with personalized comfort.

Since Malaysia's weather is quite hot and does not have this kind of product yet, Sleepillow Aroma. Co considers this as an opportunity to produce a cooling gel pillow with an aromatic scent that can help consumers to get a good deep sleep. As we started this business, there are only a few designs for our cool gel pillow, and now we have more than five designs and several sizes applicable for all ages. All products are user friendly which means it is safe and does not harm the consumers. Our company prioritize the manufacture of these products so that it is safe to use as our customers are our priority.

Lastly, Sleepillow Aroma. Co is currently cooperating with the most familiar platforms for online shopping which are Shopee and Lazada and we are looking to expand our business into the Middle Eastern East Asian markets. Our goal is to expand the businesses to the international level with a wide range of markets that can be penetrated.