



# BUSINESS MODEL CANVAS

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

**FACULTY & PROGRAMME** : BACHELOR OF SCIENCE (HONS.) TOURISM  
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## **EXECUTIVE SUMMARY**

"ARTLE S" is the first mover of new and unique products that will surely contribute to changes in the writing instrument industry trends released by brands out there. This product reflects the name of the company itself which offers multifunction pen for every types of students out there. This product is designed and modified to serve as a multifunction pen for customers. Business shows that the trend in writing instrument industry can grow into not only sophisticated style but also more purpose and function. This product can also be a product that has approximately the same total cost as other multifunction pen, but has more special features compared to other multifunction pen collections.

The marketer behind the "ARTLE S" not only strives to create products to satisfy customer but also develops innovative pen especially for students. Others are socially responsible with marketing efforts in making a profit. Quality raw materials used in the manufacture of this multifunction pen will be the main manufacturer in this company. With this, the resources used in the manufacture of the product will be used efficiently because of its dual purpose.

The products from "ARTLE S" will not only let you experience other sophistication than usual but also feel like a students who feels the different from using the new innovation of multifunction pen and this will raises self-esteem from this great product. The company also believes that the product is not only competitive locally but also globally, so the company will also introduce the product worldwide with the help of websites and networking websites.

## 1.0 INTRODUCTION

### 1.1 COMPANY BACKGROUND



#### 1.1.0 Logo Artle S Company

Artle S is a company who produces smart pens following the trend. Smart pen is an input device which inserts a thumb drive and multiple functions special for university students and lecturer. On top of Artle S part, build in with voice translator and touch light which could make it easier for travelling and lose stuff in the dark. Artle S apply partnership type of business.

Partners is a members in partnership and this entity has shared the profit and loses in the business in all members. In this company have 5 partner to run this business. Artle Sdn. Bhd has decide the position of this 5 managers. The first position that important to company is director. Director of this company is Hadi Afkar bin Mohamad Sidik. The director have 4 important staff under him that can make the business of this company become smooth and get a sales. The division of this position is based on their experience and respective skills that they have. The next position Head manager is Nurul Izwani binti Khaidir. The head manager have 2 staff under her that help her to do a works of the company. The third position is Marketing Department. This department very important to company that can make the sales growth. The leader of marketing department is Nurshahmiera binti Jafmin. In this marketing department have 3 staff that need to

do the creative design, social media attraction and create content. The fourth position is in the Financial Department. The Financial Department has lead by Muhammad Naif Nabhan bin Mohd Rodzi. The Financial Department has 2 staff under the leader. The fifth position is Production Department which have the leader is Nur Aainaa binti Mohd Fadhlullah. The production have 2 staff under the leader that make the product that produced in good quality.

Furthermore, the company has a lot of importance to this partnership. The first importance is that each partner can access different knowledge. This can make a company get more effective because the partner has an own advantage on their knowledge. The partners can complete the other partner's weakness and make the company have good management. The second is can enhance the business credibility and image. The partners have shared the goals and it can influence the organization to grow dramatically. The good of the products that they produce can make the sales grow and it also can boost the brand equity. The third is that each partner can solve the problem of the company together. It also can increase the burden because they can make a decision, talk and discuss the problem. After that they can solve the problem together after discussing the weakness of the management. It is very important to have good communication with partners.