



اَبُو سَيِّدِي تَيْكُو لُو كِيْن مَرَا
UNIVERSITI
TEKNOLOGI
MARA

KAMPUS BANDARAYA MELAKA
BACHELOR OFFICE SYSTEM AND MANAGEMENT



BUSINESS MODEL CANVAS

PRINCIPLE OF ENTREPRENEURSHIP (ENT 530)

FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT
BACHELOR OFFICE SYSTEM MANAGEMENT

SEMESTER : 3

GROUP MEMBERS NAME :

1. MEGAN SIKAJAT	2021144109
2. MOHD SYAHMIN BIN MOHD SALEH	2020191445
3. NURUL NABILA BINTI ROSLI	2020959507
4. PUTRI NAJEHAH BINTI MOHD NAZRI	2020965717
5. NUR DHABITAH LIYANA BINTI HAMZAH	2020990995

GROUP : BA232 3A

LECTURER NAME : MADAM ZAINAH BINTI ABDUL JALIL

TABLE OF CONTENT

NO.	TITLE PAGE	PAGE
	EXECUTIVE SUMMARY	1
1.0	INTRODUCTION	
	1.1 Company Background	2-4
	1.2 Problem Statements	5-6
	1.3 SWOT Analysis (two competitors)	6-9
	1.4 Opportunity recognition	10-11
	1.5 Purpose of Business Model Canvas Preparations	12-13
2.0	BUSINESS PROPOSAL	
	2.1 Business Model Canvas (BMC)	14
	2.2 Details on BMC	15-18
3.0	CONCLUSIONS	19
4.0	APPENDICES	20

EXECUTIVE SUMMARY

Currently, it is undeniable that business play a vital role especially on consolidating the nations strength by fueling our past economic recoveries. Therefore, there are countless business being proposed and carried out among our society to keep the growth of economy. Along with this outstanding insights and ideas that become much better as time goes by, business model canvas has been introduced widely and have become a part of strategies to interpret and value one idea come out to real business.

Hence, to introduce more about this topic, business model canvas can be defined as a strategic management and a lean startup template for establish new documenting existing business models. It also known as visual chart filled with the nine blocks of elements describing firms or product value propositions, infrastructure, customers, and finances. Hence, every idea has their own value which we cannot turn a blind eye and we must see the potential of one's business no matter how small it is to be proposed and to be improved so that more successful entrepreneur can be discovered regardless of their age.

Therefore, the purpose of preparing the business model canvas is to help us analyze the business model of our own company and to ensure that we as young entrepreneur can keep focus on our building blocks to save time to succeed. These nine key blocks of elements help us to have a clear vision on what we wanted to promote and what we want to target in our business plan.

Hence for this report, our company, Dream Bag Co., decided to create a product, a merge product between 3 products, which is a bag, a pillow, and a mini massager machine. Our product's name is Pratique, which means easy and manageable and efficient in French. Pratique is one of a local brand that offers a bag that 3 functions in one bag. The bag provides comfort neck strain, ease back ache, and carry things that you need inside the bag. Our product offers two types of bag which is Tote bag and bag pack. It is a sturdy, waterproof and an eco-friendly bag, a style of bag that can blend in a simplistic an

1.0 INTRODUCTION

1.1 Company Background

The name of our business company is Dream Bag Co. Dream Bag Co., is a start-up business establishment that was established on 11 April 2021 which is a sole proprietor business. Our main activity is producing and selling bags. We are taking orders from customers, customizing designs based on customer requirements, and provide various designs as well as the existing ones to customers.

Dream Bag Co. is located at Lot No.28, Jalan Kemus, Simpang Ampat, 78000 Alor Gajah, Malacca. The location chosen can be considered strategic because it is close to the city center which can attract more customers. We are fully operated through the shop and online platform. Business operating hours for our store opening is at 9 am and closing at 10 pm while for the online platform it will last all day to receive orders. Our business activities are operating every day except Monday.

Dream Bag Co. is a store that provides various types of design and fashionable bags. Basically, there are two types of bags that we offer at Dream Bag which are tote bags and backpacks. We have innovated each bag by merging between three products which are a bag, pillow, and mini massage machines. For the time being, Dream Bag Co manufactures approximately more than 50 types of designs and colors. Our product range has been diversified and expanded to meet the needs of our customers.

Our plan to develop and maintain a regular customer base, so we will therefore focus our business and marketing efforts on local people, which will be our primary target group. Moreover, we are expected to catch up the interest our customers' base with its wide range of products and designs. We believe that our business has bright potential to build a strong market position in the area.

Dream Bag's mission is to offer our products at competitive and affordable prices to meet the demands of customers from various incomes. Meanwhile our vision is to create opportunity and sustainable growth for business, community, and country around the world. We strive to always be able to produce more specialty products, provide high quality in the market, and maintaining outstanding customer satisfaction.

Logo



Name of the Organization	Dreambag.Co
Business Address	Lot No.28, Jalan Kemus, Simpang Ampat, 78000 Alor Gajah, Malacca
Website/e-mail address	www.dreambagco.com
Telephone Number	06-2681770
Form of Business	Sole Proprietorship
Main Activities	Produce and selling bag
Date of Commencement	11 April 2021
Date of Registration	19 January 2021
Registration number	SA 277- 8520-K