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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

**BUSINESS MODEL CANVAS:
MAGIC SLEEP MATTRESS**

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**DATE OF SUBMISSION:
21st DECEMBER 2020**

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1.0 EXECUTIVE SUMMARY

Regarding to fulfill the assessment of Fundamental of Entrepreneurship (ENT300). This time, I need to conduct an individual assignment for business opportunity plan. I would like to make an innovation for the product from the past case study. This report is an overview about the business opportunity plan that we created for this product. The purpose of doing this assignment is to create an innovation of the products that could give more benefit and solve others problem.

We also need to analyze this business opportunity using Business Model Canvas (BMC) components. From the Business Model Canvas, we could plan for our opportunity to expand this business to the larger and become an international business that could give benefit to others. Before doing this, I also have done some research about what are need and wants of people in our country, so we have an idea to create what kind of innovation products.

As the result, I have chosen to make an innovation from sleep mattress baby and make it an innovation as Magic Sleep Mattress. Magic Sleep Mattress that we produce is contains Bio Velocity. Bio Velocity is a kind of energetic mattress cover and specially designed to help solve various health problems and help the therapy process just by lying down, hugging, mattress pads, blankets or just looking towards this BVSM mattress pad. We found that Bio Velocity radiation can solve it by injected into the mattress. Apart from that, this mattress also can be used to all ages, starting from infants to the elderly.

Lastly, from this business plan, I do hope our business become one of famous shop which people recognize and know when they are searching for such this product in the line with their vision and mission.

2.0 INTRODUCTION

Company Background

KICO BABY CENTER (KBC) also known as Kidz Collection Corner. KICO Baby Centre was established in 2015 by ENCIK MOHD RAFIQ BIN HASSAN with the capital amount RM 180 000. KICO Baby Centre (KBC) also known as Kidz Collection Corner. The nature of business entity KICO Baby Center is a sole proprietorship. The business has been registered under the Business Registration net 1956 (Amendment 1978) with the name KICO Baby Center. Registration number of KICO Baby Center is KT0031233-K.

Business Location

The place of the company is at LOT 3418 A, Tingkat Bawah, Gertak Serong, Tendong, 17030 Pasir Mas, Kelantan. It is considered as a strategic place because KICO Baby Centre is situated near the facilities such as school, clinic and restaurant. It such a good location to ease and attract customer come stop by the shop. There also have large car park in front of their shop which can load 5-6 cars sometimes.

Background Business Owner

The owner of the business is Encik Mohd Rafiq bin Hassan. He is 35 years old and his birthday is on 10/10/1985. Encik Rafiq was born and raised in Padang Embong Tendong, 17030 Pasir Mas Kelantan. He was married and have four children. Encik Rafiq was helped by his sister in law named Puan Siti Suriani binti Yusoff as assistant manager in this company. Encik Rafiq was graduated from his study in 2010 in Degree of Civil Engineering UiTM Shah Alam. Before he continued his study in Degree, he was the student at UiTM Dungun taking his Diploma at there.

Even though, he does not have any knowledge about business, he pushed himself into this business field because he believes that business can make a lot of profit. He starts with doing online business in 2012 but his business was failed. open the shop in 2015 with the capital that amount RM 180 000. He has started running this business by selling “kekabu” mattress at first.

Brand Name

The brand name for this company is “Magic Sleep Mattress”. It is because our company produce a high-quality mattress. For our innovation, we produced magic sleep mattress that injected Bio Velocity. This product was produced because our research on the company got an idea from the occurrence of people sleep problems. This product came with the solar energy at the time of “dhuha” which has been utilized, stored, and balanced into `deep sea salt` which is injected into this magic sleep mattress pad.

Business Core Activities

From this company business core activities are, the company is more concern to produce a high maintenance machine to produce a high-quality sleep mattress. This company also have collaboration with other well-known companies that provide raw material. It can also further raise the name of this company to the other country with this innovation product.

Business Products That Offer

This company offer an innovation product, it is “Magic Sleep Mattress”. This idea to produce this product arose due to a lot of grievance from many groups that faced sleep problems and health problems. Magic Sleep Mattress was created with the use of solar energy during “dhuha” which is stored and balanced with sea salt and injected into this mattress pad using Bio Velocity technology. Therefore, we can restore balance and health holistically with the healing miracle of Magic Sleep Mattress. BVSM is the first mattress liner in the world and in Malaysia using Pure Technology Sunday Light (Dhuha) & Inside Salt. Furthermore, these mattresses are injected and sprayed with salt from the deep sea which is exposed to sunlight for a month during “dhuha”. Only at the time of “dhuha” because currently there is a special element in sunlight for health in solving various diseases including mystical pain. We also produce it in three sizes which are baby sleep mattress, queen size and king sizes with affordable price with each size.