



اَوْنِيُوْرَسِيْتِي تِيْكُوْلُوْجِي مَبَارَا
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

(Individual Assignment)

BUSINESS OPPORTUNITY

Business Model Canvas (BMC)

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TABLE OF CONTENTS

NO.	CONTENT	PAGE
	Executive Summary	2
1.0	Introduction	3-4
2.0	Vision, Mission & Objectives	5
3.0	Business Opportunities	6
3.1	Identification of Business Opportunity	7
3.2	Customer Needs & Wants	8-9
3.3	Recognize Problems & Solution	10
4.0	Business Model Canvas Template	11
	1. Customer Segment	12
	2. Value Proposition	13-14
	3. Distribution Channel	15-16
	4. Customer Relationships	17
	5. Revenue Streams	18
	6. Key Activities	19-20
	7. Key Resources	21
	8. Key Partners	22
	9. Cost Structures	23-24
5.0	Conclusion	25
	Appendices	26
	References	27

EXECUTIVE SUMMARY

Business opportunities is about how we related the case study and business and apply it on our plan to be a successful entrepreneur and how we identify any course of production of beginning until end. It also teaches us the strategic plan to recognize any problem with the business.

First of all, the company that had been chose is Werra Beauty Trading which is a sole-proprietorship. Werra Beauty Trading offered various Beauty and Health products. Werra Beauty is focusing on beauty and health products. There are so many products either the products from local or oversea. There are various types of products available in this store. This kind of products can be purchased by women and men, especially for people at young ages. The products that available at the store mostly the owner supply products from HQ directly. So that, people out there can purchase whatever kind of products that they want because there are so many types of products that available at that store.

So here, my business model canvas for innovate the product to be the better. Innovation can increase the chance to react to changes and discover new opportunities. It also can help foster competitive advantage as it allows the company to build better products and services for the customers.

1.0 INTRODUCTION

Werra Beauty Trading is a small company, owned by Zulya Azura Binti Zainal Abidin, which sell various of the beauty and health products. Werra Beauty Trading is located at PT13775, Wisma Sri Galas Gua Musang, 18300 Gua Musang, Kelantan. Werra Beauty Trading had been registered under Suruhanjaya Syarikat Malaysia (SSM).

The owner chooses skincare and also health supplement as her business because it has a high demand. The demand for skincare and health supplement is continuously increasing, which creates great opportunities to start. There are also have many channels that can be used to sell the products such as direct selling, social media affiliate marketing and many more. It is easy to find skincare and health supplement products from supplier from diverse origins, brands and also price level.

Werra Beauty Trading is located at PT17225, Wisma Sri Galas Gua Musang, 18300 Gua Musang, Kelantan. The location is strategic and accessible as it surrounded with other building and people. The next Werra Beauty Trading's store is Kopi Mesin which is the most popular café at the town. So that, the building is always surrounding with people. The business entity also got advantages from the location strategy because it eases people to look for the store. They opened everyday on 10am until 9pm.

The business sells the products with affordable and reasonable price. In short, Werra Beauty Trading choose the pricing strategy based on market conditions, actions that competitors take, input costs and also consumers' ability to pay.

Werra Beauty Trading will focus on producing and marketing Night-Blink. The owner's mission is to provide the highest quality, excellent services culture and various payment options. Night-blink is an attractive and unique name innovated from Demica Whitening Lotion coupled with better ingredients. so that the customers can easily differentiate its name from competitors in the marketplace.

The business will ask the founder innovate the skincare products to better products. Since, all the products at the store are from founder's product so that the owner did not have right to change the products themselves because the owner did not want to involved in copyright matter.

The most successful products in the market are the ones that have studied their environment and perform the latest innovations in ingredient products, products development, packaging or storytelling.

The core of the business activities that found in this business including operations, marketing and advertising, production, problem-solving and administration for the primary purpose of making revenue stream and profit.

The business will make an estimate of how capital is used in business operations so that revenue is spent on business activities. Next, marketing plans and brand recognition, these activities will help the business to develop brand recognition in the market as well as develop advertising so that the products are widely recognizable by the customer segments. This comprehensive marketing of materials will help the customer segments aware of Werra Beauty, check and evaluate its value propositions before purchasing the products.

Lastly, growing sales and building relationship, for these activities the business will maintain a close relationship with the customer segments so that sales prospects can be expended. Maintaining relationship with existing customers can result in repeated products sales.