



## **BUSINESS MODEL CANVAS: ARDORA NATURAL**



**Prepared for:  
DR. MUHAMMAD ISKANDAR HAMZAH**

**Prepared by:**

<b>Sarah Amanie Binti Mohd Ali</b>	<b>2020991775</b>
------------------------------------	-------------------

**BACHELOR OF CREATIVE PHOTOMEDIA (HONS.)**

**UNIVERSITI TEKNOLOGI MARA (UiTM)  
FACULTY ART AND DESIGN**

**July 1st 2021**

## **ACKNOWLEDGMENT**

First and foremost, I would like to show my gratitude to Allah SWT as I were able to finish my assignment that have been given by ENT530 Principles of Entrepreneurship lecturer, Dr. Muhammad Iskandar bin Hamzah, to me. This task had been done with all my might and carefully constructed while working on this assignment. Luckily, all the problems were settled and I was able to adapt properly and wisely

Other than that, I would like to thank my lecturer Dr. Muhammad Iskandar bin Hamzah for his guide in completing this project. He always give me supports and and insight in order to guide to do my assignment in purpose to produce a good outcome for my project

Million thank also I wish to my entire classmate because they also help me in doing my assignment. They always give me ideas and comments on my project so that we can improve in our project together

## **EXECUTIVE SUMMARY**


ARDORA is a partner consultant that provides the best solutions to help parents with sensitive baby skin problems. ARDORA products produced with an organic and natural ingredients. It is free of alcohol and mineral oil and also free of synthetic fragrances. The scent of ARDORA's products is from a combination of natural scents. ARDORA produces baby skin -friendly products with the best guarantee. It is the pride of ARDORA to protect the baby's largest organ (skin) from harmful chemicals and irritants. ARDORA's products is produced 100% based on raw organic ingredients and has been tested in the laboratory and has been approved by Ministry of Health Malaysia. The product has been sold throughout Malaysia and I am one of the stocks agent for their product based in Shah Alam, Selangor. In order for me to promote the product, I used a Facebook page because my main target is parents with little kids and I have analyzed that people with the age group of 25 - 40 years old mainly used Facebook as their social interface which making me choose to operate my promotional activity on Facebooks.

## Table of Contents

Acknowledgement	2
Executive Summary	3
1.0 GO E-commerce Registration	6
2.0 Introduction of business	7
2.1 Business Information Sheet	7
2.2 Name and address of the business	9
2.3 Mission and Vision	10
3.0 Business Model Canvas (BMC)	11
3.0.1 Customer Segments	12
3.0.2 Value Proposition	13
3.0.3 Channels	14
3.0.4 Customer Relationships	15
3.0.5 Revenue Streams	16
3.0.6 Key Resources	17
3.0.7 Key Activities	18
3.0.8 Key Partnerships	19
3.0.9 Cost Structures	20
4.0 Facebook	21

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Business information sheet

Name of Business (with logo)	:	Babyhot.stuff 
Name	:	Sarah Amanie Binti Mohd Ali
Phone number	:	019-6266544
Email	:	Sarahamanie7@gmail.com
SSM registration	:	-
Official business email address	:	Sarahamanie7@gmail.com
FB webpage address	:	<a href="https://www.facebook.com/ardoranatural97">https://www.facebook.com/ardoranatural97</a>
Instagram link	:	-
Brand name	:	Ardora Natural
Online business model	:	Stocks agent
Nature of business	:	Selling and trading of product
Type of products	:	Health product for babies
Main competitors	:	1. Johnson's Baby 2. Cetaphil
Start-up capital	:	RM300.00
Product selling price	:	Ardora Natural Hair & Bath Wash: RM70 Ardora Natural Hair Oil: RM80
Cost of the product	:	Ardora Natural Hair & Bath Wash: RM60 Ardora Natural Hair Oil: RM70
Supplier / Brand Owner	:	ARDORA NATURAL