



MARA UNIVERSITY OF TECHNOLOGY (UITM)
CAMPUS PUNCAK ALAM, SELANGOR.



BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : BUSINESS MODEL CANVAS

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ACKNOWLEDGEMENT

Assalamu'alaikum Warahmatullahi Wabarakatuh,

First and foremost, praises and thanks to ALLAH SWT, the Almighty, for His showers of blessings throughout our group project title Business Model Canvas for our company named Crabcar which is completely successful finish and submitted within the due date given. With the current pandemic situation, we manage to finish our group project well with disciplinary focus in discussions with our members.

We would like to express our sincere gratitude to our lecturer for this subject, Madam Nadiah Maisarah binti Abdul Ghani for giving us this golden opportunity and trust us to do our research in findings the source of information, explore more in this field and explore in searching knowledge in order to achieve our group project objectives. Thanks to Madam Nadiah also for giving us invaluable guidance throughout the project. This project made us realize that this subject is not only theories but also the skills to us growth more in business.

In addition, our group members consist of 4 members where are very supportive and understanding each other. This gratitude is for Imran bin Abdul Hamid @ Hamid, Fakhru Izzuddin bin Mahidin, Afwanina Adlilyana binti Lepak and Nur Atiqahsyuhada binti Alminizam. The desire in doing project assignment leads us to complete our group project business model canvas with a success. Without members, we are unable to finish this report and cannot complete the requirements as highlighted in the guidelines.

Finally, to our beloved family and friends who also very supportive and understanding to us which they really give us good words. They are very valuable to us as they really concern about us where it leads to the burning of motivation to do well in this group project. If they are not exists around us, we may unable to finish this report with stable mental health. Big thanks to our family and friends.

TABLE OF CONTENT

COVER PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii-iv
LIST OF FIGURES	v
LIST OF TABLE	vi
EXECUTIVE SUMMARY	vii

1. INTRODUCTION

1.1	Company Background	1-2
	1.1.1 Business structure	3
1.2	Problem Statement	4
1.3	Opportunity recognition	5
1.4	SWOT analysis (two competitors)	6-7
1.5	Purpose of business model canvas preparation	8

2. BUSINESS PROPOSAL

2.1	Business Model Canvas (BMC)	9
2.2	Explanation of BMC	
	2.2.1 Key Activities	10
	2.2.2 Key Resources	11
	2.2.3 Key Partner	12
	2.2.4 Customer Relationship	13
	2.2.5 Channel	14

EXECUTIVE SUMMARY

Business model canvas is a strategic management tool to rapidly and easily define and transmit a business idea or concept. This report represents the business model canvas of our business in the tertiary sector. Our company named Crab Car refers to a brand in transportation services where we provide one to one destination for the customer with security and safety assurance. The business model canvas has become our tool to identify our key elements in terms of the whole business process. Our idea or concept of our transportation service has been established while we having a serious disciplinary group discussion with the determination of improving the current services. This tool has helped us into a deeper understanding of a business which is straightforward, direct, and also well-structured ways.

Crab Car is registered under the Companies Commission Malaysia (CCM) where helps in bringing our country a revolution in the transportation service industry. Partnership forming 4 partners is our type of business that provides intangible products. Our key findings are to obtain the problem statement as we providers need to know our major problems in the business. However, lacking in some areas such as research and development need to be performed and tested in the market to ensure the maximum performance as a service provider.

The opportunity key points well refer to our business as an important nowadays with high consumption of technology blooming the service sector especially in transportation service where people around the globe focuses in Malaysia are using others transportation rather than using own vehicles. This report also displayed the competitors that Crab Car need to compete with as in this market we have traditional taxi and leading Grab Car.

The key elements that we have deeper explained in this report consist of key partners, key resources, customer relationships, key activities, customer segments, value proposition, channel, cost structure, and revenue streams. These 9 key elements aid Crab Car in establish a good and valuable service to the Malaysian people. The ideas we pour into this business model canvas witness by all our partners to highlighted current problems and improvements that we should take place as an entrepreneur.

Lastly, we believe that this tool of the business model canvas is evidence and proof of Crab Car in requiring a place on Malaysian people's heart as we enhance a lot in terms of management, operational, marketing, and customer service. We believe our service not only in gaining profits but also to ameliorate and upgrade people lifestyles.

1. INTRODUCTION

1.1 Company Background



Name of Business	Crab Car Company
Nature of Business	Transportation Service
Business Address	Ground Floor, Block A, Axis Business Campus No 13A &13B Jalan 225, Section, Seksyen 51a, 46100 Petaling Jaya, Selangor
Correspondence Address	Ground Floor, Block A, Axis Business Campus No 13A &13B Jalan 225, Section, Seksyen 51a, 46100 Petaling Jaya, Selangor
Telephone Number	03-8230 3000
Form of Business	Partnership
Date of Commencement	15 th January 2020
Date of Registration	22 nd December 2019
Name of Bank	Maybank
Bank Account Number	162030722216

Table 1