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BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

PIKO is a delivery service company aimed for people with disabilities to have a better access in shipping parcels, ordering food, grocery, and others. The name PIKO stands for 'Pick It Khas Order' and our company is located at Jalan 34 /26 Section 10 Wangsa Maju, Sri Rampai, 53300, Kuala Lumpur. Our mission is to be committed to providing the best service to our special customers with reasonable price on a consistent basis aside from developing great relationships with our customers while serving the highest degree of honesty and integrity when dealing with them. We have a vision to be a recognized and respected entity among the leading delivery service companies in the world by providing responsive, efficient, reliable, and high-quality services to our valuable clients. As an objective, we aim to make sure that customers are satisfied with our service, to provide satisfaction in the areas of reliability, speed of service, coverage area and value for money, as well as to motivate our special customers during this time of pandemic.

We have identified and analyzed SWOTs for two competitors in this sector which are Foodpanda and Pos Laju. In our BMC, we have segmented our customer segment into people with disabilities and business to business (B2B) segment. PIKO wishes to give the love that these customers deserved, provide easier access to satisfy customers' needs and wants, guarantee comfortability from the treatment of our staffs, give motivation to carry out daily activities, encourage customers to start online businesses, and bring opportunity to become more productive while they are using our services. We have been using channels to communicate with our customer segments such as social Media, mainly Twitter, Facebook, Instagram, and YouTube, and also retailer like gift & merchandise vendors.

To maintain relationship with customers, PIKO creates both application and website armored with accessibility tools and PIKGIN feature, provides customer support, and events' deals and promotions. Majority of PIKO's revenue comes from the merchant commissions which we have partnered. PIKO earns revenue in a variety of methods such as registration fees, advertisement, delivery charges, commission and transaction fee. Our key activities are managing order and process for delivery, hiring and training dispatcher, managing PIKOPay and customer acquisition, providing transportation options, PIKO FODA and PIKO Surprise.

Our key resources include physical resources such as delivery transportation, office building and packaging materials. Our human resources handle the cash flow, the website, delivery, and others. As for intellectual resources, they are PIKO website and application, logo, slogan

1.0 INTRODUCTION

1.1 Company Background

1.1.1 Name of the Company



Figure 1.0: PIKO Logo

The name of our company is PIKO, which stands for 'Pick It Khas Order'. We deliver a variety of services especially for people with disabilities and thus, explained the birth of our logo and trademark, 'We Deliver Love to Your Doorstep' (Figure 1.0). Our business is built to bring advantages to people with disabilities such as visual impairment, deaf or hard of hearing, physically impaired and other disabilities to utilize delivery service conveniently. We have named this business PIKO because it is catchy and can easily attract people's attentions. Also, the meaning of PIKO itself is not too obvious to be targeted to these disabled people because we try our best to not create offense to our special market segment whether verbally or non-verbally. In order to avoid any kind of emotional offense, we have come up with an idea to combine Malay and English words, where 'Pick It Order' is English, meaning that we do mainly pick up the order for our beloved customers and 'Khas' is from Malay word that means for our special people, referring to disabled people that we serve.

1.1.2 Location

Our company is located at Jalan 34 /26 Section 10 Wangsa Maju, Sri Rampai, 53300, Kuala Lumpur. We have chosen this location (Figure 1.2) as our headquarter (Figure 1.1) because it is a centralized location where our target markets are mostly concentrated at and it is also one of our marketing strategies as to why we opt this place to be our headquarter.