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MARA

**PRINCIPLES OF ENTREPRENEURSHIP
ENT530**

**GROUP ASSIGNMENT
BUSINESS MODEL CANVAS**

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1. EXECUTIVE SUMMARY

The business model canvas is a great tool to help us to understand a business model in a straightforward, structured way. This canvas will lead to insights about the customers we are going to serve, what value propositions are offered through what channels, and how our company makes money. We can also use the business model canvas to understand the business model or that of a competitor. The Business Model Canvas was created by Alexander Osterwalder, of Strategyzer. The business model canvas is a shared language for describing, visualizing, assessing and changing business models. There are nine blocks of BMC which are customer segments, value propositions, channels, customer relationship, revenue streams, key resources, key activities, key partner, and cost structure. Each of the business model canvas's nine blocks must be determined by the company.

BMC describes the rationale of how an organization creates, delivers and captures value. With BMC, we will always have an overview of what our business model really is. It also shows which activities are not so important or even stand in the way of the goal. Because the BMC sharpens the view of the essentials, we can further improve our business model. The BMC is perfect as a base to let our thoughts run free. We can also test alternative models for the business idea and find new combination possibilities. BMC brings the business idea into a clear structured form. This has the advantage that others can quickly understand and discuss our business model. The BMC offers an overview of the business idea from every perspective. Thus, for example, controlling, the strategy department or management quickly receive exactly the information that is important to them.

2. INTRODUCTION



Figure 1: Company Logo

2.1. BUSINESS BACKGROUND

Portable Echo company sdn bhd is a new company, which is starting to expand their business by selling Mini portable aircond. The products introduced by this firm are very user friendly. In addition, the product introduced is very suitable for use by students who have discomfort while doing teaching and learning activities. According to the present era, we are stuck with the infectious disease that all know is the covid-19 pandemic. This spreading disease has affected the students and many of us are forced to work from home (WFH) and undergo learning online only. Moreover, the weather that hit Malaysia which resulted in less rain, and heat all day, the discomfort to study and work at home was very stressful. so with the products introduced by us this will to some extent help students and low -income communities to buy our products.

Our product is a mini portable aircond that has some interesting features that make users feel it is very environmentally friendly. through the innovations made by our company, the addition of this product will further add more interesting patterns and functions. The innovation done is the addition in the concept of lighting that gives an attractive look to this product, in fact this product will look more aesthetic because the type of lighting added is soft colors and does not hurt the eyes. Accordingly, the second innovation made to this product is the addition of interesting functions such as there is a facility in bluetooth mode. so with this addition it will add more functions that are all - perfect because when we need coolness we can even listen to songs that can please the hearts and minds of users. It is very clear and proven that this