



BUSINESS MODEL CANVAS

FUEL TRUCK SDN. BHD.

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME: FACULTY OF FILM, THEATRE AND
ANIMATION

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PROJECT TITLE : FUEL TRUCK SDN. BHD.

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EXECUTIVE SUMMARY ✓

This report is related to student projects in doing business related to Business Model Canva. The purpose of this project should be comply with the studies related to the Principle of Entrepreneurship (ENT530). Student need to create a business group project and and this business needs to be done like the real situation. Every business planning and product create by us will follow the things that have been set by the study related to Business Model Canva.

Based on this project, we have established a company called Fuel Truck which is a refueling service for vehicles. Our target is for every vehicle user who has trouble refueling. So we will do the service by coming to their location to help them solve the problem. We ensure that each of our services will be performed to the best of our ability and ensure safety for all road users. Our fuel product is also not an arbitrary result, it is the result of our company's collaboration with a well - known company, Petron Miles.

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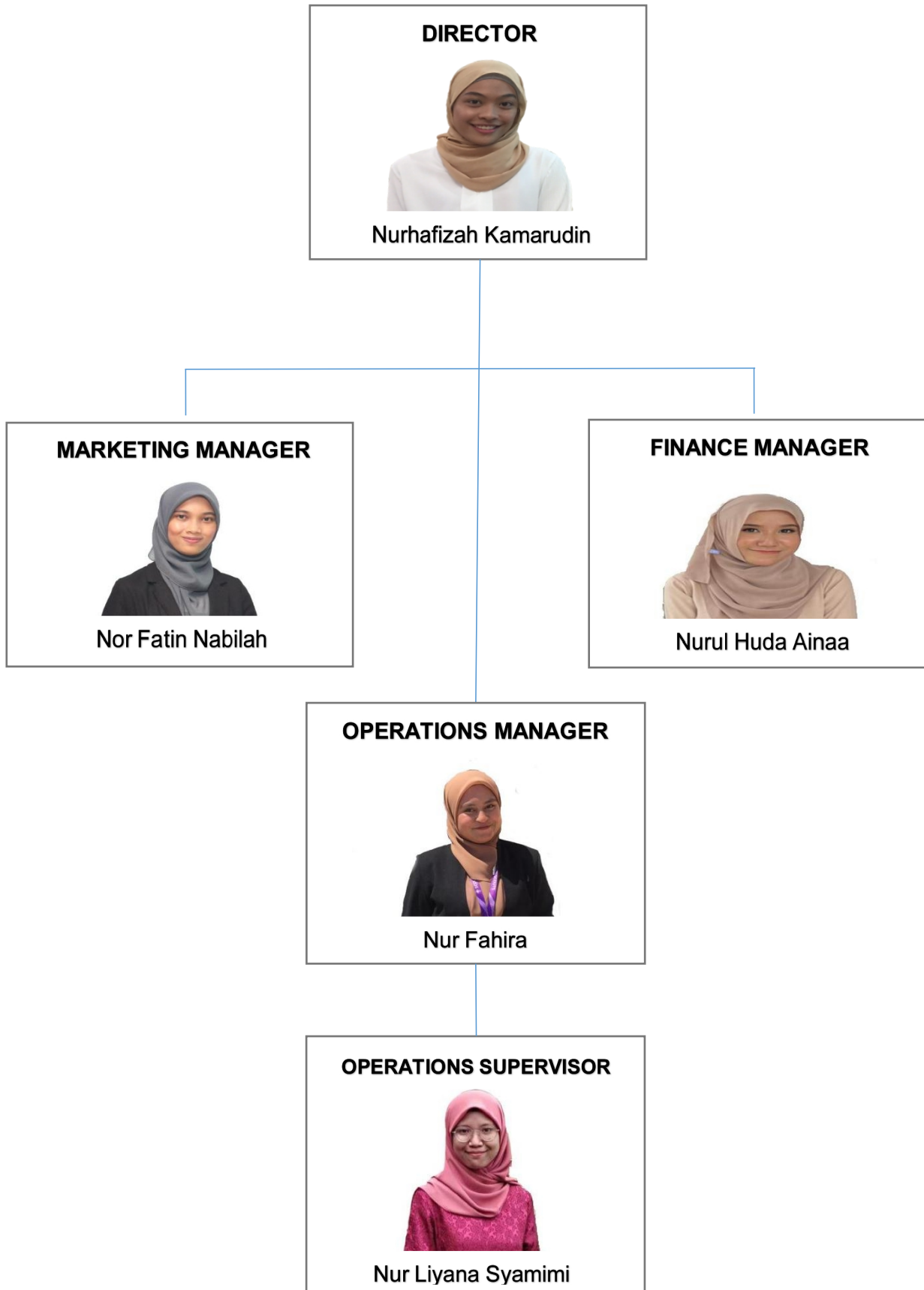
1. INTRODUCTION ✓

1.1 Company Background

Fuel Truck is a business of refueling by moving from one location to another customer's location with the use of special vehicle services. The name of this company was chosen as Fuel Truck because it is related to the business and has a suitable truck vehicle to perform oil delivery services to customers. Customers can receive our services through online platforms and websites. The service we do is to provide fast and prompt delivery of fuel to their location. Our service will also do the refueling using a special duct that comes from the oil pump for connection to other vehicles. The mission of Fuel Truck service is to help our customers who have trouble refueling when their vehicle's fuel tank is exhausted. This service is by calling online or doing it online by browsing the official Fuel Truck account website. Our services are focused on areas in need only such as on roads or village roads. Fuel Truck chose this area because to help people who have trouble finding a gas station. Not all areas make it easy for them to get fuel when their vehicle runs out of fuel tank.

The business has a partnership with Petron Miles Malaysia which is an oil and gas company. Our service journey is relevant for every aspect of oil and gas consumption for our customers. The collaboration between the two companies is able to sustain long-term investment in the business. This collaboration can also help customers be satisfied with the product offering services we provide. Safety will be a priority for our customers and employees to protect them from hazardous fuels. So, the use of oil and gas will be placed in a suitable place such as in the Diesel Fuel Tank. Every service performed will be done carefully for the safety of everyone.

1.1.1 Business Structure



1.2 Problem Statement ✓

Life in this world is full of trials regardless of anyone whether the person is rich or poor. This test is to test their strength in dealing with the problem. This makes a person's life will be stronger, resilient and know what actions they need to take in the future. Everyone has different problems. But for problems related to the Fuel Truck business will be explored to help them solve the problem.

The first problem is the **road congestion** that takes a long time causing their car's fuel tank to run out. Due to the congestion they find it quite difficult to move or divert the car to another location. When on a major road it is quite difficult for them to find a gas station especially if the location of the gas station is far from the location of your car. This will put other road users at risk and will only give anxiety to people facing the problem.

The next problem is **ignoring the tire air pressure check**. The attitude of consumers who neglect their responsibilities as vehicle users causes the tank to run out quickly. This tank oil is easily depleted due to the occurrence of petrol drops on the road. When they don't see the tire air pressure perfectly it will cause the vehicle to need more energy to move. If this problem occurs indirectly there will be a reduction of oil in the tank.

On the problem of parking a car under the scorching sun often occurs in society. This happens to workers who often park their cars under sun without obstruction to block the light from hitting their vehicles. This is because Malaysia has a very strong heat so that evaporation can occur in the petrol tank. In the process it will cause the gasoline air to come out of the car and run out of gasoline quickly. Therefore, when they want to start the engine can not be because the car runs out of oil.

1.3 Opportunity Recognition

Opportunity recognition is a process, step or method taken by an individual or company for a problem faced. Problem solving is a matter of finding an appropriate or effective way to achieve a goal. Based on problems related to vehicle oil issues such as cars and motorbikes running out of petrol, which makes it difficult for drivers to get petrol. Therefore, the establishment of Fuel Truck in Malaysia is a solution to the problem for drivers who run out of compiled petrol on the way to work, back to the village or so on.

i. Petrol Delivery ✓

Among the advantages of Fuel Truck is a business to facilitate vehicle drivers who face the problem of running out of petrol either accidentally or overlooked. Fuel Truck is a mobile gasoline service. It is clear that the presence Fuel Truck easier to solve the problem of running

out of petrol vehicles whether on the highway, in the city and outside the city. With the Fuel Truck, oil delivery can be done quickly and easily. Where vehicles that run out of fuel do not have to wait long to get help from outsiders to get petrol which is hard to find if the place is far from the petrol station.

ii. Platform ✓

In addition, Fuel Truck is also easy to contact wherever the driver of the vehicle has a problem. Where, Fuel Truck also uses various platform facilities to make it easier for drivers to contact Fuel Truck for petrol assistance. Among the platforms introduced by Fuel Truck is like the Fuel Truck Application which has various details such as phone number, type of oil provided. Application Fuel Truck is an online platform to provide direct delivery of petrol to the problem of running out of oil and so on in a safe, reliable and efficient way. Each order placed online will be sent according to the location that has been set.

iii. Operating time ✓

Fuel Truck operates for 24 hours and patrols 7 times in the 24 hours according to a set schedule. In addition, the Fuel Truck also patrol by a selected area such as city traffic jams often occur. It is clear that Fuel Truck is very important to vehicles when traffic jams occur as it can be said that 30% will face accidental running out of fuel. In addition, patrols will also be made on the highway according to the set schedule. The importance of patrolling on highways is due to the remote petrol station factor hence the difficulty of motorists to get petrol takes a long time to get petrol. Therefore, the operation time has been set Fuel Truck very easy to help drivers who are facing various problems such as running out of petrol where they are.

1.4 SWOT Analysis ✓

i. Strengths

- Fuel Truck is the first company to be established in Malaysia to make fuel deliveries or known as mobile petrol stations to the use of vehicles facing running out of fuel where they are. Therefore, because Fuel Truck is the first company to produce mobile gas stations so Fuel Truck has no big competition except for gas stations.
- Fuel Truck has the privilege of being established in all states in Malaysia. Where each state will have a branch that will be set according to the size of the state.

ii. Weaknesses

- Remote areas such as villages where there is no Fuel Truck service. This is due to the high cost factor and the remote and time-consuming imprisonment to head to the hinterland. In addition, the large truck size factor if it is found that the village area has a small route causing difficulty in moving.
- The disadvantage of Fuel Truck in the city is that if it is found that the area is experiencing traffic congestion, it is difficult for the Fuel Truck to pass the congestion due to the size factor of the truck. In addition, the Fuel Truck is a land vehicle so it takes a little time to head to the delivery location of the fuel order from the Fuel Truck.




iii. Opportunities ✓

- The growth of Fuel Truck can also improve the country's economy, this is because Fuel Truck cooperates with Malaysian petrol and even petroleum is a major factor contributing to the country's economic growth. The more people use petrol the more the national economy grows.
- Fuel Truck is a company that cooperates with large companies such as Petron Corporation. In addition, the trust by customers towards the Fuel Truck company due to cooperation with well-known companies and less had problems during Petron's service. It is clear that the opportunity to increase the business is very wide because customers trust the company as well as trust the services that will be provided by the Fuel Truck company.

iv. Threats ✓

- The safety of workers is somewhat affected due to carrying the fuel to a place that is not sure whether it is safe or not. In addition, the threat to oil carriers is also very dangerous because nowadays there are many criminal cases such as stealing oil everywhere. Therefore, safety as a Fuel Truck carrier needs to be given attention and ensure the safety of workers in order to avoid unwanted things.
- Competition for Fuel Trucks has not been established in Malaysia but in Malaysia there are many petrol stations and various types of petrol that can be obtained at these stations. It is clear that not all vehicles use Petron oil, in fact, they prefer to use oils that have gone up such as Petronas, Shell, Caltex and so on. Therefore, competition is also the first threat in business.

Comparison of Fuel Truck with Petronas and BHP petrol stations

Fuel Truck	Petronas Petrol Station	Bhp Petrol Station
		
<ul style="list-style-type: none"> Collaborate with Petron Corporation 	<ul style="list-style-type: none"> Have your own product. 	<ul style="list-style-type: none"> Have your own product.
<ul style="list-style-type: none"> Can move to make oil delivery to customers. 	<ul style="list-style-type: none"> The designated position causes the customer to have to go to the petrol station. 	<ul style="list-style-type: none"> The designated position causes the customer to have to go to the petrol station.
<ul style="list-style-type: none"> Has additional costs for delivery to customers 	<ul style="list-style-type: none"> Fixed prices based on oil prices in Malaysia. 	<ul style="list-style-type: none"> Fixed prices based on oil prices in Malaysia.
<ul style="list-style-type: none"> Service is performed by staff. 	<ul style="list-style-type: none"> Self-service. 	<ul style="list-style-type: none"> Self-service.
<ul style="list-style-type: none"> Operates for 24 hours. 	<ul style="list-style-type: none"> Operates for 24 hours. 	<ul style="list-style-type: none"> Operates for 24 hours.



1.5 Purpose of business model canvas preparation

The purpose of our company's preparation in the canvas model business is to help us understand the business model in the right way and in accordance with the order of business movement. When we use this canvas model we are able to produce a good view of our customers to the Fuel Truck business. This setup allows our company to compile customer needs, recommendations to be offered in our services and how we can generate finance so that our business thrives. When this preparation process is done we can identify the disadvantages and advantages that our company has compared to other companies. In fact, the use of this canvas can indirectly get a clearer picture of what customers want and what they want to pay.

Such actions are able to bring success in the company to successfully create business space in a higher market. Therefore this aspect of the canvas is very important in business to form the criteria in the company. This is because strategies need to be done to run the business to profit from sales. Every model canva done will be able to ensure that our products include good information and service needs by customers. This is because it involves the expectation of how long our business can last. So there are some plans that we have done to grow our business bigger, thriving and accepted by the public.

2. BUSINESS PLAN

2.1 Business Model Canvas (BMC)

In this section is the strategic planning that will be used by the company to grow the product business. This management is usually used at the beginning of the business because they want to know the initial capital planning done by the company. Fuel Truck Company also uses business model canvas (BMC) as a model to help our company grow. In this process there are several elements that will be used to describe more clearly about the company services we perform. Among its elements are customer segments, value proposition, channels, customer relationships, revenue streams, key activities, key resources, key partnerships and cost structure. Each element we use can describe the potential future activities of the company.

2.1.1 Customers Segmentation

Customer segmentation is a strategy to attract more customers in a group way. Customer segmentation is done to show an organization that is suitable for the product that the Fuel Truck company will produce whether the product is suitable for the individual or not. Customer segmentation is selected based on studies and observations that are appropriate for the Fuel Truck business.

GEOGRAPHICAL SEGMENTATION	DEMOGRAPHIC SEGMENTATION
<ul style="list-style-type: none"> ➤ City <ul style="list-style-type: none"> - Excessive use of vehicles and motorcycles. - The jam factor causes various problems such as running out of oil and so on. 	<ul style="list-style-type: none"> ➤ Gender <ul style="list-style-type: none"> - Men and Women ➤ Age <ul style="list-style-type: none"> - 18 and above - General to all uses of vehicles such as cars and motorbikes.

<ul style="list-style-type: none"> ➤ Highway <ul style="list-style-type: none"> - A distant prison to get to a gas station. - Frequent traffic jams when the holiday arrives, road repairs, accidentally run out of fuel and so on. ➤ Outside the City <ul style="list-style-type: none"> - Lack of petrol stations and remote prisons to get fuel in case of running out of fuel by the roadside or the like. 	
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BEHAVIOURAL SEGMENTATION	PSYCHOGRAPHIC SEGMENTATION
<ul style="list-style-type: none"> ➤ Benefit sought <ul style="list-style-type: none"> - Fuel Truck targets the use of vehicles such as cars and motorcycles that face the problem of running out of fuel. This target is also the same as other different Fuel Truck companies come on their own to customers to get oil. ➤ Usage Based <ul style="list-style-type: none"> - Customer selection where they will move to the gas station or buy oil in bottles and fill their own. - If the customer chooses Fuel Truck they just wait at the 	<ul style="list-style-type: none"> ➤ Value <ul style="list-style-type: none"> - Companies and customers can assess different levels of interest according to their unique needs and wants. - Consumers achieve attitudes towards different production products through evaluation procedures. ➤ Beliefs <ul style="list-style-type: none"> - Good service can form a set of beliefs on the product about the uniqueness of the brand known as the brand image released.



location and the Fuel Truck will come to the customer.	<p>➤ Opinion</p> <ul style="list-style-type: none"> - Every business marketer should have skills in researching, writing and presenting recommendations in response to a buyer's proposal request. This matter will affect the habits of the buyers whether to choose a product or not.
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2.1.2 Value Propositions ✓

The second component of the business model canvas is the value proposition. This segment emphasizes the benefits or contribution of our product or service to the customer segment. To be more explicit, the manner the product's features correspond to client needs. The value proposition is the segment about the proposition of the my business of why do the target customer need to use Fuel Speed.

i. Moveable Truck

For this value propositions, our company decide to does business on refueling services using moveable truck. This moveable truck is really easy because when our customers need to use our services, our staff just sent the truck wherever you are. Also, our Fuel Truck services are all over the country so the customers can call our services when you need help.

ii. Service is Performed on the Day

Our Fuel Speed services open 24 hours so it will help customers when their cars run out of fuel no matter what time it is. Customers can call for our services and our Fuel Truck services is performed on the day when we get the report from customers.

2.1.3 Channels ✓

In BMC, a channel segment describes how my company can reach out to a specific client segment in order to give a value proposition. It is critical for everyone in the firm to understand which communication route is the most effective.

i. Channel to raise awareness

This channel is the first phase on how our company can pull the targeted customer awareness of our products and services about the Fuel Truck. For this services, the advertising is one of our company choice. By fulling utilizing the social media such as website. Our targeted customer may know that this products and services about the Fuel Speed from the website our company.

ii. Channel to purchase the product

This channel is when the customer is interested to use our products and services. So, our company decided when customer interested to use our Fuel Truck services, them need to call our staff and we will send the moveable truck Fuel Speed for the customer wherever they are.

iii. Channel to deliver the product

This channel is on how our product and services would be delivered to the customer. So, our company decide to use moveable truck when the customer interested to use our Fuel Truck services and it is more convenient for customer because they no need to come to our company.

2.1.4 Customers Relationship ✓

This is the key building block of The Business Model Canvas which defines the kinds of relationship with customer. The relationship with customer will heavily impact the customer experience. Customers may have certain expectations about the kinds of relationships should establish with them. It can be helpful to think about what these might be and how best to implement them.

i. Feedback

Customer feedback is very important in Fuel Truck Business. Also, from this feedback our company can improve products and services towards our customer. However, when customer use our Fuel Truck service, our company will learn about all the advantages, flaws and their actual experience during use our service. Customer feedback is an insight into what is working well about our product and service and we should be done to make customer feel better. Their opinions will help my company ensure that the product and service will actually meet their expectations, solve their problems and fulfill their needs.

ii. Rating

Rating also known as customer satisfaction score, indicates how well our products and services meet expectations. Our company does business on refueling services using moveable truck and is very important for our company to know rating from our customer when using our Fuel Truck services. Also, when our customers give rating for our products and services, our company will know where should we fix the problems.

2.1.5 Revenue Streams ✓

The numerous avenues from which a business generates money from the selling of goods or the supply of services are referred to as revenue streams. The sorts of revenue that a company records on its books are determined by the activities that it engages in. When opposed to businesses that provide services, the revenue accounts of retail businesses are more diverse. Revenue streams must be defined as precisely as feasible. As a result, it's not enough to simply identify the sources for your various income streams; it's also necessary to explain their pricing and expected lifecycles. The purpose of giving this information is to determine whether or not it is profitable for your company to pursue an income stream. If the cost of creating and manufacturing a product is greater than what a consumer is willing to pay for it, or larger than the profits the product will generate before its lifecycle ends, the product is not viable. For our Fuel Speed revenue stream, our payment revenue is on the fees they pay us when using our fuel services. From there, our income has accumulated. The more people use our services, the more payment revenue will increase. In addition, there is also advertising, licensing and even franchising. The service has its own licensing and franchising. Licensing fees will be charged to customers and this licensing is beneficial as it allows our business to generate revenue without producing products or selling services.

2.1.6 Key Activities ✓

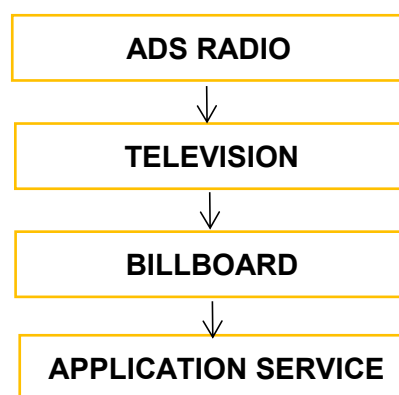
When it comes to the Business Model Canvas, key activities, according to Strategyzer, are any activity that your company engages in with the primary goal of profit. Operations, marketing, production, problem-solving, and administration are all examples of business activity. A company's key activities describe what the company must perform in order for the business model to operate. These activities can include making a product, delivering a service, or a combination of the two. If your company concentrates on product production, for example, your activities can involve learning more about your customers and trying out new production processes to better the product. It has already manufactured chairs, for example. One of your tasks could be to conduct market research to see

whether clients are satisfied with your chairs or if the model needs to be updated to better meet their needs. In addition, if you run a restaurant, some of your activities may include experimenting with new recipes to supply new dishes to your clients, as well as providing more diverse selections for your consumers.

Our company, Fuel Speed, we run a refuelling service business using mobile trucks. If the community needs our services, we will help at a given place. For key activities, we will be promoting our Fuel Speed business on the radio. For example, advertising on the radio. We will promote offline. Why do we choose radio because, there are people who listen to radio instead of watching television. Radio is a platform to spread the latest news, information and anything else. In addition, we also use television and billboards as our key activities. In terms of television, we will advertise our service as refuelling using a moving truck. On television, we will be promoting our service for a while. So, people out there will find out about our service by watching advertisements on television in addition to listening to advertisements on the radio.

In addition, our Fuel Speed service will be placed on a billboard. We will also market this service on billboards. Billboards will be placed on strategic highways, and in places that people pass. This will be more visible because it is large and they will be clearly visible on the billboard. So, if they see an advertisement of our service i.e. Fuel Seed on television, billboards or on the radio, they can directly contact us and we will continue to come to the notified place if they need it. Finally, application service. When they (customers) see promotions and hear about our services, they can use our service application whenever needed.

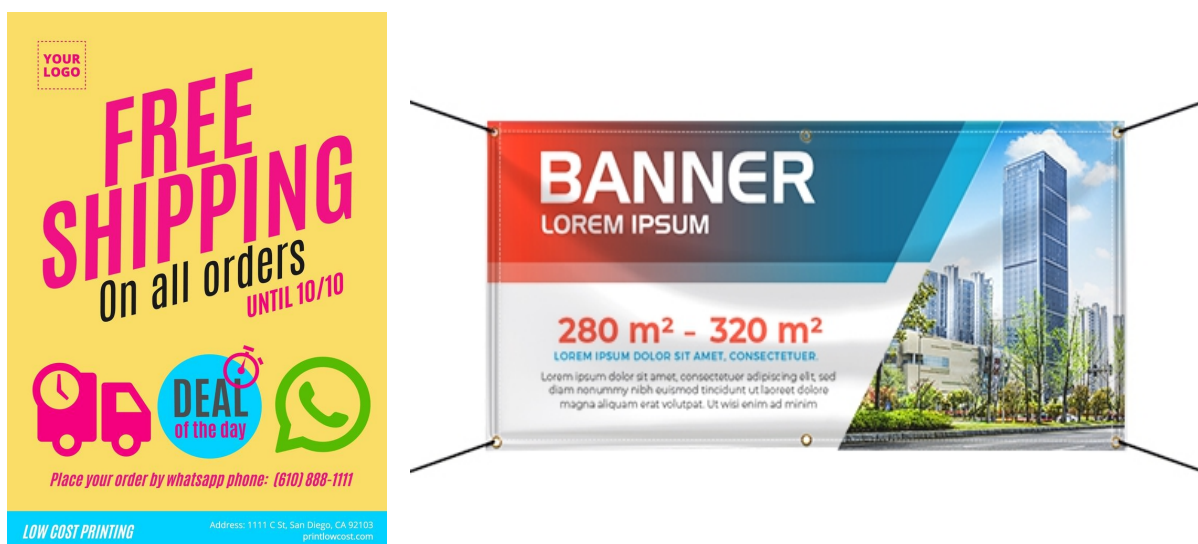
The Process of the Key Activities



2.1.7 Key Resources ✓

The most critical assets necessary to make a company model operate are referred to as Key Resources. These are the resources that enable a company to develop and present a Value Proposition, reach out to new markets, maintain connections with existing customers, and generate money. Consider the first four blocks while creating your Key Resources segment. The resources will need to account for all previously accepted hypotheses; if don't have the resources to deliver value, there is no value. As a result, many resources will be evident and may not require any discussion. These are the primary assets in particular, uses to produce the final product, and they are usually distinguished from the essential resources that your competitors use. Key resources are in charge of the operational side of the firm, determining what supplies you'll need, what equipment you'll need, and who you'll need to hire. This factor plays a key part in bringing your value proposition to life for your target consumer segment, and it establishes the bare minimum you must meet in order to satisfy them.

For our Fuel Speed Company's key resources, we use **flyers for notification** of our services to the community out there. We will distribute these flyers in all places that feel the need to use our services. These flyers are useful so that outsiders know about our fuel service. Apart from flyers, we will use banners so that we can attract more customers to use our services. Banners will usually be placed in strategic places and places that have a large area so that people who see the banner are clear and visible. With the use of this banner, it can open people's eyes about our services to see and read what is preached on the banner. So basically the use of flyers and banners, it is relevant in promoting our fuel service to a wider community. ✓



Picture 1: Example of Flyers and Banners

2.1.8 Key Partnership✓

Our company will work with Petron Malaysia Group companies to supply the best fuel. This is because, the Petron Group companies is a supplier company that has no issues related to the problem of using petrol for vehicles. Therefore, the fuel supply to be supplied is of three types, namely diesel, petrol 95 and petrol 97.

Our Vision

To make it easier for customers to get oil supply quickly and easily and can be found anywhere regardless of time and place.

Our Mission

- To make it easier for customers to get oil supplies quickly
- Adhere to the most stringent safety and environmental standards.
- To foster teamwork in a strategic partnership.
- Promoting the best interest of all stakeholders and caring for our community.

Our Values



2.1.9 Cost Structure

Item	Quantity	Price
RON95	100 liter	RM205.00
RON97	100 liter	RM270.00
Diesel	100 liter	RM215.00
Truck	3 x RM150,000.00 – 50% (discount)	RM225,000.00
SUBTOTAL		RM225,690.00

5. CONCLUSION ✓

Each plan made by the company has its own uniqueness to show the specialties they have and are different from other companies. At Fuel Truck company, we also have plans to get regular customers who are more profitable in the fuel business market in Malaysia. Every planned information and use of the business model provides a handle for Fuel Truck getting fuel sales to customers well. Each piece of info we've included previously can estimate the term of progress and resources to the company to expand our product services to consumers. Each such information is to share our experience to other customers and find out the services we offer to them. Each canvas model we use is very helpful on our company to thrive and gain better potential to grow a larger business and collaborate with other businesses.

6. APPENDICES ✓

6.1 Photo Product



6.2 Chart and Visual Related Items



6.3 Market Research Projection ✓

Planning	<ul style="list-style-type: none">• Doing a advertising and promotion.• Provide a user card to benefit if contacting us.
Survey	<ul style="list-style-type: none">• Focus on areas far away from petrol pump.• Making it easier for consumers to get petrol service more easily and quickly.
Finding	<ul style="list-style-type: none">• Through this fuel truck can reduce the movement or contact of an item that can cause the spread of Covid-19 pandemic.• Enable the development of infrastructure in a place.