



اَبُو سَيْدِيقٌ تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Filem, Teater  
dan Animasi

A's Production ✓

## BUSINESS MODEL CANVAS

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## EXECUTIVE SUMMARY ✓

This Lip gloss business is one of the business that has been operating since 2019 and is conducted around Kuala Selangor, Selangor especially area Bandar Kinrara. The business is focused on lovers of lip gloss such as lipstick, lip balm, lipstick which aims to introduce lip care cosmetic products to give the lips a shimmery sheen, and sometimes to add a subtle colour. This business is conducted online with do the Instagram Reviews with Artist or Influencer who is in Age of 13 and Above, Partnership Paid with Ig Ads and YouTube and Create the Website to Purchase the Lip Gloss and Collaborates with Artist or Insta-Famous to Style the Lip Gloss in marketing our products. In addition, our Business offers affordable prices with free delivery service in the Kinrara City area. Our target customers are for those who have problem lips (dry lips, dark lips and dull lips) as well as want to have natural color lips and for those who want to have a light Lip Gloss.

Subsequently, after obtaining a certificate of approval from *Suruhanjaya Syarikat Malaysia* (SSM), conducting research on the halal Logo, as well as conducting research on Lip Gloss materials, the business has started operating in 2016. This product targets businesses throughout the state. The marketing strategy used by A's Production company is to give reasonable prices to customers. A's Production company runs this business after receiving many requests from customers. In addition, the marketing strategy used is to use social media platforms such as Instagram, Facebook, Tiktok and Shopee to market our products as well as with the help of agents in the surrounding area. Next, we also use artists as well as instafamous in marketing our products more widely and indirectly our products will be known by many people.

## 1.0 Introduction

### 1.1 Company Background ✓

This company have 5 ownerships that share mutual profits. The name of the company is A's Production. The reason why we choose this name is because all of our names consist of letter A and is easy to pronounce since it is very short words. This company was established on 2019 and located at Bandar Kinrara, Selangor. At first, there are only 2 people who are starting this business. But then, we decided to have 5 members because we share the same problem which is lips problem. Then, all of us doing some research about the lip care and found the suitable product to treat the lip. That's how we choose lip gloss to be our product. A's Production is a company that sell various types of lip gloss. We started to sell this product because we want to help those who have lip problems and give the solutions to them. We also find that this lip gloss is rarely sold by people because the common products for lips mostly are lipstick, lip tint and lip balm. So we decided to do something different which is special for treating the lip by containing all vitamins that are needed for lip to make it healthier and moister. The lip gloss also has different fruit scent which can make the user fall in love with the first try.

This lip gloss is original products from USA and also Halal to use for Muslim. Firstly, when we decided to choose the product from USA, we have to make sure that the product is Halal for Muslim to use. It is because our target market is from all nations so that's why we are really strict about it. To gain customer trust and be a trusted seller, this business is registered under SSM so that the customer will feel safe to buy the product from us. Other than that, the product is also at affordable price which is can be purchased by students. During the first month, we receive a lot of positive feedbacks from our customers, saying that the products works for them and they keep repeat buy the products from us. All the positive feedback that we receive helps a lot to make the company more successful and well-known to other people. Currently, we have 10 agents and 5 dropships that help to sell the products. Other than that, we also planned to have our own store if the products can make more profit in the future and also we want to open more opportunity for them who want to have their own income.

## 1.2 Problem Statement ✓

A'S production is the name of the company we set up to start a business. So, we have agreed to start a business with the sale of lip gloss. This is because it is one of the most important make-up tools for women. As a woman lip gloss is very important to make sure we always confident to face the public. This lip gloss will treat our lips to be healthier and more beautiful so that we are more confident when speaking.

At first, the business situation was not going well because there were some problems we faced. which is we have to adapt to **new normative conditions**. As we know, our country is experiencing a pandemic where we all have to abide by the rules set by the government to reduce the epidemic of covid infection 19. This situation causes we have to face it with the full online marketing to convince customers of the products we sell. We cannot work face to face and only work through online platforms such as zoom and google meet.

Besides that, lip gloss is in high demand and a lot of competition. Therefore, we have to prepare an **attractive marketing strategy** to attract the attention of the public. In the business world, it is not easy to maintain the reputation of an existing company. This is because there are too many competitors out there who have become accustomed to the world of business. Even young people who are still students started to build their own companies. Therefore, we must focus on social media and think of fresh marketing strategies to continue to promote the product in order to attract public attention.

### 1.3 Opportunity Recognition ✓

This opportunity is described as a situation that forms the inspiration to be able to produce added value that was not previously exploited by oneself or others. While opportunity recognition is a process where potential new ideas arise that benefit the business opportunity in the introduction of opportunities or discovery of opportunities or discovery of opportunities that refers to the three processes to start an innovative business to introduce something new to the market. In addition, opportunity recognition explains that how an individual with enterprises and business organizations comes to identify new opportunities. (Augier and Teece, 2016).

Next, as determined by the SWOT analysis for A's Production there is a great chance that customers will give good feedback and say that they bought and tried the product produced. In addition, positive feedback on lip gloss products will be a great opportunity for A's production to succeed in business. Therefore, A's Production could be bigger and better known as a lip care product like Lip Gloss. This business opportunity if it operates with precise and strategic marketing and promotion and can be known by everyone and be the main choice of customers. In addition, A's Production will sell its products at a reasonable price where customers from all income groups can buy because the price offered by the production is cheap and affordable. Some customers do not want to spend expensive money to buy the product. Therefore, A's Production can overcome this problem by selling quality and affordable products as well as being able to gain many potential customers and generate a lot of sales. A's Production also attaches great importance to quality and cleanliness in terms of producing lip gloss products.

1.4 SWOT Analysis ✓

	GLOSSY.MY	SILKYGIRL	FENTY BEAUTY
STRENGTHS	<ul style="list-style-type: none"> <li>- Attractive design and easy to wear also got SSM &amp; HALAL Certificate.</li> <li>- Easy to use with beautiful packaging and cheap price and affordable.</li> <li>- Use a social media platform like Instagram with a large following and good feedback from buyers and has many regular customers.</li> <li>- Using the Shopee and Lazada platforms to provide convenience in terms of free and cheap shipping.</li> </ul>	<ul style="list-style-type: none"> <li>- Well established company.</li> <li>- Using young and famous artists and influencers to promote silky girl lip-gloss.</li> <li>- Lower price than the competitors</li> <li>Offers a variety of cool colour.</li> <li>- Distributed to most convenient stores &amp; available at every supermarket and hypermarket.</li> <li>- Variety of any colour for lip gloss.</li> <li>- Lip-gloss is also sold on social sites such as Shopee and also Lazada with free shipping.</li> </ul>	<ul style="list-style-type: none"> <li>- Lipgloss can be used at Sephora and customers can try before buying.</li> <li>- Promote by using social media of famous singer Rihanna and also Instagram Fenty Beauty with 10 million followers.</li> <li>- Internationally branded but reasonably priced.</li> <li>- Has high trust from buyers because of great branded lipgloss from abroad.</li> </ul>
WEAKNESS	<ul style="list-style-type: none"> <li>- Consumer doesn't trust on local brand.</li> </ul>	<ul style="list-style-type: none"> <li>- Brand awareness is low.</li> <li>- Products quality low.</li> </ul>	<ul style="list-style-type: none"> <li>- Focusing only on women who can use this type.</li> </ul>



	<ul style="list-style-type: none"> <li>- The company was just established in 2019.</li> <li>- Has no Collaboration partners with artists or influencers.</li> </ul>	<ul style="list-style-type: none"> <li>- Unattractive packaging.</li> <li>- Target market is very wide.</li> </ul>	<ul style="list-style-type: none"> <li>- Not readily available on social media sites and only sold at Sephora.</li> </ul>
OPPORTUNITIES	<ul style="list-style-type: none"> <li>- Most women always focus on dull and dry lip care.</li> <li>- Education concerning about how to care for dull and dry lips with the cooperation of the company regarding personal care.</li> </ul>	<ul style="list-style-type: none"> <li>- It provides full range of colour cosmetics that can fulfil consumer needs.</li> <li>- Young women or teenagers like variety of colour products.</li> <li>- Can partner with other companies focus on empowering women and feeling confident in their own lips.</li> </ul>	<ul style="list-style-type: none"> <li>- Colour cosmetics is the largest and fastest growing segment with almost one third of the total sales in the beauty market (Mintel, 2017b).</li> <li>- 44% of women discover new products and brands on social media and 41% use social media to stay updated about brands (Market Line, 2018).</li> </ul>
THREATS	<ul style="list-style-type: none"> <li>- Many products are better known to many to compete.</li> <li>- Many counterfeit lip gloss products in shopee.</li> </ul>	<ul style="list-style-type: none"> <li>- Sometimes consumer prefers same quality like Silky Girl but different brand.</li> <li>- Consumers use various brands products to meet their needs rather than using one</li> </ul>	<ul style="list-style-type: none"> <li>- Since the launch of Fenty Beauty in 2017, mainstream brands like cover girl and L'Oréal has launched a new color range and an expanded product line to include Black Women in their respective brands.</li> </ul>

	<ul style="list-style-type: none"> <li>- Consumer review about the products from blog or YouTube.</li> <li>- Rumours from people perception about products because too cheap.</li> </ul>	<p>specific brand.</p> <ul style="list-style-type: none"> <li>- More products of the same quality but cheaper.</li> </ul>	<ul style="list-style-type: none"> <li>- Too expensive and only at Sephora and making it difficult for customers to buy.</li> <li>- Black women below the index are among the privileged.</li> <li>- Retailers and are more likely to visit the masses.</li> <li>- Dealers, drugstores, and only online.</li> <li>- Retailers for beauty purchases.</li> </ul>
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## 1.5 Purpose of Business Model Canvas Preparation ✓

Business Model Canva (BMC) is very important for a small or large company. this is because so that we are more disciplined and organized in creating an organization. Business Modal Canva is done to give the businessman exposure to related to the problem in the business organization and how to solve the problems well. This Business Model Canva (BMC) will help to acquire some ideas to improve the business in the future. This will benefit us to think critically to improve the business in terms of operations, sales, and event marketing. this is because, as we know our country has been hit by a pandemic where many businesses have suffered losses. the presence of this business modal Canva gives a lot of positive effects.

Besides that, this way will also help us reduce the risk of loss. The Business Model Canva will help us know where the weaknesses and strengths of the product we have. We will be able to well formulate the strategy to be used. If we know where the weaknesses and strengths of a product or organization, we can invest money well and the return on capital are also profitable. Our company will be able to minimize the risk of loss or bankruptcy. Many companies go bankrupt due to the lack of direction of the product. this is because they can't convince customers with the strategy they are going through. Therefore, with this Business Modal Canva, we can improve the performance of the company and indirectly we are able to reap a lot of profits.

Lastly, Business Model Canva Many companies go bankrupt due to the lack of direction of the product. this is because they can't convince customers with the strategy they are going through. therefore, with this Business Modal Canva, we can improve the performance of the company and indirectly we are able to reap a lot of profits. For example, we manufacture lip gloss for women's use. this lip gloss is targeted at all women no matter young or old. we release this product to shape women to be more confident and skilled when dealing with people. This is because this lip gloss has the benefits of treating, beautifying and affordable. So, with this Business Modal Canva we are able to achieve the target we want to achieve and everyone can have.

## 2.0 Business Proposal



### 2.1 Business Model Canvas (BMC)

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<p>a) Do the Instagram Reviews with Artist or Influencer who is in Age of 13 and Above</p> <p>b) Partnership Paid with Ig Ads and Youtube</p> <p>c) Create the Website to Purchase the Lipgloss and Collaborates with Artist or Insta-Famous to Style the Lipgloss</p>	<p>a) Register SSM Certificate</p> <p>b) Doing Research On Halal Logo</p> <p>c) Doing Research On the Lipgloss Ingredients</p> <p>d) Find Out How The Promotion Should be Carried</p>	<p>Ingredients</p> <p>a) Lipgloss is made from Premium and Original Ingredients from USA</p> <p>b) Has a Variety of Fruit Scents and Different Colour</p> <p>Price</p> <p>a) Reasonable and Affordable Price</p> <p>b) All Lipgloss between RM6 to RM15</p> <p>Services</p> <p>a) Free Postage (Min Purchase RM15)</p> <p>b) Free Charge of Delivery (area Bandar Kinrara only)</p> <p>Packaging</p> <p>a) Aesthetic, Small and Cute Packaging</p>	<p>a) Email</p> <p>b) Social Media - Instagram - Facebook</p> <p>c) Whatsapp</p>	<p>a) Age - 13 and above</p> <p>b) Gender - Male and Female</p> <p>c) Worldwide</p> <p>d) Students (13 and above)</p> <p>e) For they who has lips problem (dry lips, dark lips and dull lips)</p> <p>f) For they who want to have natural colour lips</p> <p>e) For they who want to have lightweight lipgloss</p>
	KEY RESOURCES		CHANNELS	
	<p>a) Physical - Transportation and Storage Facility</p> <p>b) Intellectual - Brands and Customer Databases</p> <p>c) Human - Staff Marketing and Financial</p> <p>d) Financial - Online Banking</p>		<p>a) Social Media - Instagram - Facebook - Tik Tok</p> <p>b) E-Commerce - Shopee</p>	
COST STRUCTURE		REVENUE STREAMS		
<p>a) Staff Salaries</p> <p>b) Packaging</p>	<p>c) Logistics - Transportation</p> <p>d) Marketing - Advertisement</p>	<p>a) Product Selling</p> <p>b) Payment Revenue - Agent &amp; Dropship</p>	<p>c) Distribution</p> <p>d) Production</p>	

## 2.2 Explanation of BMC



### ➤ Customer Segments

The customer will be targeted from all over the world. They can buy the products through online and we will post out their item through any available courier in their place. For the customers in Bandar Kinrara area, they will get their item by delivery. The delivery will be free of charge. The customer will be in aged 13 and above. This is because it is an affordable price which can be purchased by anyone even students. Not only that, but it is safe to use for the students between age 13 to 17 because the main ingredient is vitamin which can be used as lip treatment. Both female and male can use this lip gloss because there is no colour and only for lip treatment purpose. This lip gloss can be used by all customers without any condition and exception. This product is for customer who loves the fruity scent such as strawberry, peach, bubblegum candy, cherry and many more. Not only that, but also the packaging is cute and it is easy to be carried anywhere because it is in small size. Since the lip gloss is special for treatment, so it is suitable for the customer who has lip problem such as dry lips, dark lips and dull lips. It also has special combo which can be purchased by those who love to shop with affordable price and getting many items in it. Other than that, this lip gloss is suitable for those who want to have natural lip colours. Every person dreams about having natural lip colours which is more to pink colour without using any lipstick. So, this product can make their dreams come true. With the ingredients inside the lip gloss, it will help to give them healthy lip and natural lip colours. This product also is for those who want to have lightweight lip gloss. Sometimes the customers want to have lightweight lip gloss because they don't want to feel heavy or uncomfortable when they wear the lip gloss. So that, they can be more confident if they love the lip gloss and they feel comfortable wearing it.

## ➤ Value Propositions ✓

A Unique Value Proposition is the lifeblood of a business without a Unique Value Proposition it is impossible for a company to win in winning the hearts of customers. The Unique Value Proposition also gives reasons why customers should choose our products over other products. we will give you the best product advantage compared to other competitor products. it gives uniqueness to customers with value proposition that is different from competitors. In addition, we will think about the presentation of our products and services from the point of view of the people who will buy them. We will also look at things that are very important for our customers to find out why they buy products and services from us and not from other competitors.

A's Production company is a company that sells various lip gloss to the public. The company is known for the uniqueness of lip gloss products that are made from materials used are premium and original materials from the USA. This lip gloss product has various types of scents such as fruit scent and the uniqueness of different colours. Our company also sells lip gloss at affordable prices and affordable prices to our customers. In addition, A's company also provides uniqueness and the value offered is in terms of service, we provide free postage service throughout the state (min purchase Rm15) and provide free COD to our customers who live near Kinrara Town. Finally, the uniqueness of our products in terms of packaging is very different from our competitors' products that we use Aesthetic packaging design that is small and cute and has a filter inside that can make customers tempted to look at our products.

## ➤ Channels

This channel is a target or platform that we will use to plan all marketing strategies so that our products are in the market and the public eye. A good strategy will influence the community with promotional materials. According to Alfred Chandler strategy is target setting and Action to achieve target while According to H. Nystrom marketing is the activity of channelling goods to customers. Nevertheless, our country is experiencing a Covid 19 pandemic that has claimed the lives of many people. Covid -19 has caused all

Malaysians to live life with a new norm or "new norm". many companies had to close down and switch to online business. therefore, we use a digital platform strategy to sell lip gloss products.

The digital platforms that we will use are Facebook, Instagram, Tik Tok and e commerce which is Shopee. we chose this as our strategy to promote the product because we are in the age of technology. everyone has a smartphone and has apps to connect with each other. Even kids have their own smartphones and know all the latest apps on their own. By using digital platform, we can make videos or we pay popular influencers to review our products.

#### ➤ Customer Relationships ✓

Customer relationships describe the type of relationship a company has with a particular customer segment. Customer relationships are driven by customer acquisition, customer retention, and increasing sales in other words the company needs to acquire, maintain, and grow your customer relationships. Our focus on the customer is the key to achieving sustainable competitive advantage in today's business competition. For customer relationships, our company, A's Production will ensure the continuity and success of the business, our company will ensure that the relationship we want to establish with the customer is well established. In addition, our company will manage the relationship with customers provide the best service to strengthen the relationship with customers.

A's Production company's customer relationship plan is to maintain contact with customers via email, that is, the company will personalize the customer's email communication. As we all know personalization is very important to build customer relationships through email. A's production company will build relationships with each customer by getting to know them and sending as much information about our Lip Gloss products as possible to the customer. Our company will offer an email option centre to customers and give our customers the opportunity to tell more about them, who they are, and what they expect from our products. Next, through social media like Facebook and Instagram. Social Media is a major factor in a customer's buying decision. Most customers do product or service research on Facebook and Instagram to

get information about the products sold and buy our Lip Gloss products through Facebook and Instagram. To expand communication with customers, our company will use social media to interact with our customers. Therefore, our company will continue to adapt to this increase in social media in order to remain competitive. Finally, through WhatsApp, our company will use WhatsApp to connect with customers where communication is integrated with daily life. Customers can send orders to us to ask quick inquiries about their order in the purchase of Lip Gloss products with us. Therefore, our Company will be ready to quickly answer questions about our products submitted by customers.

➤ Revenue Streams 

These revenue streams are owned by A's Production company itself in relation to where the funds are obtained such as production sales, investments, asset sales and others. Sales, production or investment activities are carried out sustainably and are prolonged in order to obtain funds continuously. Revenue streams refer to transactional activities performed which are intended to benefit the financially of the company. A business company that needs a strong revenue stream to keep the business operating effectively. In addition, the revenue stream we can earn to cover additional costs at A's Production. First A's Production earns revenue from customers, agents, stockists and dropship from the sale of cosmetic products for lip care consisting of lip gloss such as lipstick and lip balm. A's Production also provides delivery services to customers but the fees charged can also be part of A's Production's revenue stream. Funds raised from the sale of products will be turned into capital and profits for A's Production company.

Furthermore, A's Production also has a YouTube channel that we use is to provide information about the products offered or do question and answer in the channel. Therefore, the company can also generate revenue after people watch the ads that we put in the video and YouTube will pay the company for that and one of the ways A's Production company generates their revenue. A's Production company's profits from every consumer segment. Next, selling the use of services to consumers is a way to get a flow of funds by selling products



on Shopee, Instagram, Facebook and others is a form of revenues stream with a consumer service model. In addition, the company profits from the sale of assets, usage fees, subscription fees, loans as well as rentals. By understanding the concept of good fund flow and can benefit the company, A's Production can run the business smoothly and continuously and can be a good strategy for the business. The main purpose of revenues streams is to obtain ongoing funds by running an existing business that is considered capable of pushing various obstacles to formulate business strategies accurately by observing the existing assets in the company.

➤ Key Activities ✓

In ensuring that everything done runs smoothly, A's company has also done key activities. It is common knowledge that key activities are things that are done to ensure that the business is run properly and has value in the eyes of consumers. Therefore, to ensure that the lipgloss product is always maintained, A's company has registered lipgloss under SSM. To the best of our knowledge, a company needs to register the merchandise sold to ensure that it is not sued and that the goods have a valid certificate. So to ensure that the lipgloss that our company sells is valuable and can be certified for the Halal logo we have made SSM certificate for convenience from all aspects. Ensure online businesses receive Biztrust symbols. This symbol is a symbolic guarantee and logo confirming that the online business has meet the principles and criteria of SSM biz trust. Our next key activity is doing research on halal and legitimate logo for prayer. This is done because most percent of Malaysians are Muslims or Muslims. So to ensure that our brand lipgloss is eligible for sale we have done research and selection on halal content only. In Islam, the concept of halal is very important because it is a major consumer guideline for Muslim consumers.

According to Che Hassan Pahmi Che Mamat (2008), Mohamad Hashim Kamali (2011) halal is defined as valid according to the Syariah and allowed for Muslims. The process taken although quite long but worth it in ensuring the lipgloss does not get any threat from the buyer. This can provide value to two parties, namely the buyer and also A's own production company. In addition, A's Production has done research on the types of lipgloss that are

suitable for all types of dry and dull lips. This is because each individual has a different lip problem, so to the satisfaction of the customers the lipgloss has been sent for a study on whether it is safe for consumers.

In key activities we have also found out how a promotion should be carried out about lipgloss. The promotion of an item needs to be done with strategy because a product needs to be promoted in the best way to attract buyers. A's production also ensures lipgloss has been placing materials that have been clinically tested. So buyers will not hesitate as it has been clinically proven that such lipgloss does not have any side effects. And the last one is to make a Certificate of confirmation about "KKM" and also "SIRIM" certificate for approval. The approval process in 'KKM' and 'SIRIM' is very impactful in convincing consumers to buy lipgloss as it is already guaranteed and clinically evaluated. If all the tests are conducted clinically, it is certain that the buyer will feel safe with the tests conducted on A's Company lip-gloss.

➤ Key Resources ✓

These key resources are the main resources that we need to have if we want to start a business. Here we will list the very important needs namely in terms of physical, intellectual, human, and financial.

From the physical aspect, A's company needs a transportation and storage facility to store all the stock from the factory. This is very important for our company due to the current uncertain situation due to the pandemic. transportation will allow us to take a lot of stock in order to reduce in terms of budget transportation costs. if we use our own vehicle to pick up the item it will take a time and money because we cannot take a lot of stock. For example, the item is usually restocked once a week, but to reduce the production, we need transportation to restock the item once every two weeks or once a month.

Besides that, from the intellectual aspect, we must pattern and brand the lip gloss product on behalf of our company to avoid any imitation from irresponsible people. We also make the product based on the needs of customers so that it is easy to carry and can use anytime. In addition, from the aspect of human we need to hire a few staff marketing and financial. This is because to make easy our marketing, this is due to managing all the marketing and finances of the company. So, our organization is complete and everything can run

smoothly. Everyone has their own duties and does not mix with other work. For example, if we do not have marketing and financial staff, all responsibilities and work rest on one's shoulders. This causes us to be stressed when working because there is a lot to think about from several aspects. Lastly, aspect from financial. this is due to managing all the marketing and finances of the company. So, our organization is complete and everything can run smoothly. Everyone has their own duties and does not mix with other work. For example, if we do not have marketing and financial staff, all responsibilities and work rest on one's shoulders. This causes us to be stressed when working because there is a lot to think about from several aspects.

➤ Key Partnerships

To ensure that lipgloss always has a place in the hearts of buyers, we have made a key partner, that is, with the cooperation of various parties. Collaboration is crucial to building broadband infrastructure. If the lipgloss product is only in the same notch, then the lipgloss product will not grow. So what a's production is trying to do is we start by doing reviews with artists or influencers who are in age 13 and above. This selection is done to make the lipgloss look very suitable for all ages. With the cooperation of artists or influencers, lipgloss under a's production is more quickly recognized and easier to remember by buyers. The second key partner is to do partnership paid with Instagram ads & YouTube.

According to a source from Tekno Kompas, 52.9 Instagram and YouTube users are ranked the second most viewers who use the platform. If the collaboration between these two platforms is carried out, it is possible that lipgloss will be known in Malaysia and also those who watch ads on YouTube and also ads on Instagram. The result of collaboration in this way of partners also generates a profitable return on capital as YouTube and Instagram advertising media are widespread and quickly spread to every nook and cranny of the house. The next key partner is to produce websites from the internet and place pictures of Glossy.my lipgloss. Advertising through collaboration by displaying artists and influencers who have been used as lipgloss models will further develop the lipgloss brand. The next key partner is to establish the use of

lipgloss delivery through the foodpanda app. As we know foodpanda is a company that offers fast delivery in just one day. So the lipgloss brand can be found with the nearest agent and use the foodpanda app for instant delivery. Apart from that, the cooperation that we have established is also by creating virtual sales through shopee. cooperation between shopee is a strategy that can be said to be very good because a's production can provide satisfaction to customers by providing free and cheap delivery.

The last key partner is that we work with sell lip-gloss in Lazada and Zalora. this virtual sale has a very effective effect on glossy.my lipgloss. This is because the percentage who shop at Lazada and Zalora are women. So the cooperation between the parties is very much. every collaboration in a key partner has its ups and downs, but we believe that collaboration in various fields to revive the business is very necessary because we from A's production are very concerned about the role of buyer power in influencing who we work with. Behind the cooperation that we have established, most of the key partners provide the best advertising media to get customers for high sales. That's why we must to choose the best key partner because they also source of a product can get more buyers.

➤ Cost Structure

Cost Structure refers to all costs and expenses incurred while A's Production company conducts business based on the planned business model. This is the last step in the business model canvas and is important to help the company decide whether to turn around or continue the process. This cost-driven business model focuses on the objective of reducing costs as much as possible. Cost reduction methods include the use of VPs that offer low prices, maximum process automation and the use of external resources with outsourcing. For example, A's Production company makes low sales by buying in packages with free shipping. These sales are only for certain times and are very limited to certain types of products.

In addition, cost structure features such as fixed costs are the same despite the many products offered. In the business cost structure, the elements that will bear the costs and expenses include monthly staff salary payments, utility bill payments, repair of machine failures, costs used for packing, raw materials and also for stores for storage of goods. Next, A's Production company needs to make sales and marketing of products to make people know about the existence of the lip gloss product and be able to reach more target markets. Although, it incurs some costs, but the company finds a way to reduce it and chooses to use the online platform to reduce the cost -bearing burden of marketing the product to the market. Next, the company also incurs costs for logistics for the transportation of goods from the factory to the founder as well as the agent. The second feature of the cost structure is variable costs where these costs depend on how many products or services can be produced. The more products are produced the more costs incurred by the company. In addition, the company also needs a large workforce and the costs incurred will increase. BMC cost structure describes the total costs involved in the lip gloss business based on the planned business model.

### 3.0 Conclusion



In conclusion, the Business Model Canvas is a blueprint for the course of business operations, identifying revenue sources, target customers, products and costs. This Business Model Canvas is a model that helps us to understand the nature of business holistically, systematically, simply and clearly. The Business Model Canvas also provides an overview of every element related to the business from customers, partners, markets, sales, to production costs. Therefore, it is very important for a company to understand the importance of this Business Model Canvas for the success of a business.

As entrepreneurs, we must plan the business to focus on the course of the business. To make a plan, we don't necessarily have to follow too carefully, formatted and have a lot of pages. Unless we are planning to raise capital through equity or loans from banks. Planning a business on paper is also important so that you are clear with the goals and can see every overall process that takes place in the company. This is said so because, we will look at all the processes that take place in the company and evaluate in more detail the things that are seen to have an impact on the company. Although this step is seen as old school but it greatly affects the beginning of the step in a business A's Production Company continues to grow.

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