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BUSINESS MODEL CANVAS

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**NAME : MUHAMMAD AKIM BIN HASSAN
(2020987789)
MUHAMMAD AMIRUL HAKIM BIN ZURAI
(2020987595)
AHMAD SYAHMI BIN ISA
(2019481814)
MOHAMAD AZIM BIN JAHYA
(2019602498)**

LECTURER : DR. NORZAWANI BINTI MAMAT @ IBRAHIM



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EXECUTIVE SUMMARY

Massage therapy is a lucrative business that provides healthcare-related services to help individuals recover from illness or to relieve muscle pain, improve sleep, increase their immune function, improve their mental skills, treat headache sufferers, alleviate depression, and reduce stress and anxiety.

About our company, we are a massage therapist specialized with a premise in Kuala Lumpur's Kampung Baru. Our company is called Pusat Urutan Tradisional Melayu Tawakal, and we operate as a partnership with four members, two of which are female, for a total of six persons in our company. Also, we provide traditional massage for both genders, including female workers, and we separate massage areas for both genders for the convenience of our customers. Acupuncture and cupping were two of the other procedures we offered. ✓

Another information about our company is, we only started in the first quarter of 2019, our company is still in its infancy. For the record, we are qualified massage therapists, and we acknowledge that we are still young and new to this type of business, as this type of business is typically handled by people aged 30 and up. ✓

1.0 INTRODUCTION

1.1 COMPANY BACKGROUND

We are the massage therapist specialist which is our premise is located at Kampung Baru in Kuala Lumpur. Our company name is Pusat Urutan Tradisional Tawakal and we are running our business activity as partnership which is consist of four people and we have two female workers and total members in our company is six people.

We are providing the traditional massage for both gender which is we also have the female worker and we isolate massage place for both gender for our customer convenience. The other services that we provided is also cupping and acupuncture services.

Our business is still new because we just started at the early year of 2019. For the information, we are the certified massage therapist and we admitted that we are still young and new for entering in this type of business because this business commonly run by people who age around 30 and above. But we have our different view in this business which is massage business today's is the essential business in Malaysia since people lifestyle are change to really active almost every day maybe because of working and actively involved in sports activity. Then, almost majority of people are not focusing and taking care about their body health and we want to help people by providing our services.

Here is our premise address:

**57-1-B, Jalan Raja Alang,
Kampung Baru, 50300, Kuala Lumpur,
Wilayah Persekutuan Kuala Lumpur.**

Here is our company logo:



1.2 PROBLEM STATEMENT

In order to run a business, from a perspective of people who run their business such as food and beverages, automotive, engineering, education, fashion, entertainment, and anything else they are always focusing to the people problems. This is because from the viewing and inspecting to people problems can give rise to intention to help them and that is why the business are exists. We at Pusat Urutan Tradisional Tawakal also using this tool which is do aiming to people problem first before we start up our business. The problem that we have listed below is the main reason of why we saw this business are potentially to be the essential business very soon in Malaysia.

People active lifestyle

The result that we get from our inspection to people problem is their lifestyle today's is very active that can cause to muscle health problem. This is because day by day people always to be hardworking in their profession so that they are tend to neglect their muscle health care. The example of muscle problem that people facing today's is ergonomics and job-related injuries, cardiac problem, joint injury, and athletic training injury.

Psychology problem

Other than that, people are suffering from stress, anxiety, depression, and posttraumatic stress disorder (PTSD) that produce from their life experience. This situation more to psychology problem but we trust that this problem is also affecting to the people physiology problem.

Chronic pain problem

Meanwhile, the chronic pain problem such as back pain, neck and shoulder pain, and headache are also the problem that people usually faced. This problem usually coming from the frequently body action to activity such as lifting heavy object, too long walking duration, standing, sitting or lie down for a very long time, and looking to computer screen monitor for a long time.

1.3 PROBLEM SOLVING

We at Pusat Urutan Tradisional Melayu Tawakal are very concern to people problem today's and we prepared ourself with some knowledge and speciality of Malay traditional massage ways in order to help people. First of all, we want to clarify to people that massage is not for healing but it is more to relieve the pain. People always misunderstanding that massage can solve their health problem immediatly. We are here to share our knowledge and provide our speciality to help people understand the real definition of massage and try as much as we can to change people mindset and sceptical against massage activity.

Oil palm massage oil

From the problem that have been explain before, we are gladly want to introduce to people about our substance that we use in our massage services. We apply the using of oil palm massage oil in our massage session. For the information, this technique has been used a long time since our ancestral times ago and palm oil are rich with vitamin A and E that are very good for our body health. This palm oil is no risk of chemical hazardous and it is gentle to our skin. Nowadays, people are mostly opened to air-pollution that contaminated by dangerous toxic chemical that will ruin our health. Then with the existence of vitamin A and E in the palm oil can reduce the health problem. We are also use the other types of oil that applied based on the type of health problem.

Traditional Malay massage

The traditional Malay massage are the ways to assist people relieve the stress and provide relaxation to people body health. The main purpose of doing this type of massage is to help a person to breath deeply which can produce better blood flow throughout the body. The traditional Malay massage offer benefits from the aspects of physiological to psychological of a person while help them that have chronic health problems and suffering with depression or anxiety.

Acupuncture service

Other than that, we provide acupuncture service that function to stimulate the central nervous system. The example of health problem that can be use of acupuncture technique is such as headaches, menstrual cramps, low back pain, carpal tunnel syndrome, asthma, and many more. However, we are advised people to get the doctor permission to use this technique to know if it is suitable or not with their health problem.

Cupping service

Furthermore, we are offer to people our cupping therapy in our services. The benefit of cupping is to smooth the blood flow, heal the disease like shingles, migraine, pimple, stroke, relieved the rheumatoid disease, healing the eczema, high blood pressure, stress relieved, and help in reduce muscles and body pressure. ✓

Live session with the customer

During in this time which is the world and our country facing the pandemic of COVID-19, our business activity is really affected by that. We should follow the government instruction of restriction such as the movement control order (MCO) and the standard operating procedure (SOP) during pandemic of COVID-19. In order for us to stay run our business is by try to be more flexible in delivered our services to fulfill our customer satisfaction by providing the live session through the internet. The platform that we use to run the live session is using the Google Meet application. With this activity, we can connect with our customer and knowing their health condition updates and sharing our technique for them to solve their health problem by themselves. ✓

1.4 SWOT ANALYSIS (TWO COMPETITOR)

The two competitors that we have chose below are the competitor that located near to our business company location and we felt that they are our real competitor since we are in the same type of business which is massage therapy.

Pusat Terapi & Bekam BidaraLab Setapak (Competitor)

Pusat Terapi & Bekam BidaraLab Setapak is the business that provide alternative and holistic health service for men and women. They are also the stokist for network products which is BidaraLab HQ Malaysia.

Strength

They have strong network with their headquarters of BidaraLab which is BidaraLab have many branches in Malaysia. They use social media platform which is Facebook and Instagram to show to people about their business services. They are also had more experience in this business field and have many workers consist of male and female which mean they are also provide services for both genders. They are also had their own product that can be purchase by customer.

Weaknesses

They do not have official website which is the function of official website is can enhance people engagement and increase people positive perception to the business.

Opportunity

They had many stokist of their product which is they use e-commerce platform like Shopee to sell the product.

Threat

Forced to compete with other well-known product brand in the market such as Dettol, Good Virtues Co., Vida Beauty, and D'Herbs.

Teratak Bidan Tradisional (Competitor)

Teratak Bidan Tradisional is the business company that provide massage therapist and mental health service at Flat PKNS, Jalan Kuching in Kuala Lumpur.

Strength

They have social media platform which is Facebook to share about their business services to people. Their speciality is in women massage and child light injuries. They are also provide mental health care services.

Weaknesses

They do not have own website that can be easily engage by people that not use Facebook platform. They are also do not have their own product and their services are for women only.

Opportunities

Use Facebook Live features to share their thought about anything that relate their specialities.

Threat

There are many choices of women massage specialist center in Kuala Lumpur and the feeling of exhausted are usually rise early because do not have enough workers.

Pusat Urutan Tradisional Melayu Tawakal (Our company)

Pusat Urutan Tradisional Melayu Tawakal is the business company that provide massage therapist services which is located at Kampung Baru in Kuala Lumpur.

Strength

Provide cupping, acupuncture, and also use traditional Malay massage. Our strength also coming from the uniqueness of ourself because we are the minority young generation that wanted to run the massage business therapy while this type of business is mostly dominated by people that age from 30 and above. ✓

Weaknesses

We do not have official website to promote increase people engagement from many sides of demographic. Other than that, we are still new in this business field and do not have much experience. We also do not have our own product. ✓

Opportunities

We use the Google Meet application platform to run the live session with our customer. ✓

Threat

People perception to young masseur like us which is people think we are not suitable to be masseur with our age right now. ✓

1.5 PURPOSE OF BUSINESS MODEL CANVAS (BMC) PREPARATION










The business model canvas (BMC) are the tools that every business company should apply in the initial of their business start-up. The reason of applying business model canvas is because it will be the direction indicator for the company to know what is the purpose of their business existing. We at Pusat Urutan Tradisional Melayu Tawakal are concern about this tool and we admitted that this tool surely can lead us to improve our market of services that we provided in this business.

The BMC model are consisted of nine important elements which is key partner, key activities, key resources, unique value proposition, customer relationship, customer segments, cost structure, and revenue streams. All of this element should be built according to the sequences that have been enshrined.

The benefit of BMC is the characteristic of this model is helped the company to stay focused to the product or services they provided. It is because the nine elements that have been listed before are will explain specifically according to company objectives and mission. Other than that, BMC is clear and concise which is it will help the company to discuss with the employees about that product at any time. Furthermore, BMC also will help company to know the exactly reason why they provide the services or produce the product base on target customer needs. Lastly, BMC also reduces the risk of failure of the company in order offering the product or services in their business.

2.0 BUSINESS PROPOSAL

2.1 BUSINESS MODEL CANVAS (BMC)

Business Model Canvas		Designed for:	Designed by:	Date:	Version:
Key Partners  <ul style="list-style-type: none"> Suppliers Shopee Lazada Massage warehouse Partnership <ul style="list-style-type: none"> State Hospital Ministry of Health 	Key Activities  <ul style="list-style-type: none"> Cupping Treatment Traditional Massage Traditional medicine 	Value Propositions  <ul style="list-style-type: none"> Effective and convenient treatment Able to relief pain without any surgery Organic medicine which is required for patients that have drug-medicine allergy. 	Customer Relationships  <ul style="list-style-type: none"> Asking customer their recommendation for our business improvement Google Meet and WhatsApp 	Customer Segments  Location: <ul style="list-style-type: none"> Urbanized area Demographic: <ul style="list-style-type: none"> Office worker Construction worker Heavy duty worker Sportsman and sportswoman Old people 	
	Key Resources  <ul style="list-style-type: none"> Cupping tool & kits Oils, lotion and skilled staff Cupboard for medicine supply storage. 		Channels  <ul style="list-style-type: none"> WhatsApp Google Meet Word of mouth 		
Cost Structure  <ul style="list-style-type: none"> Machinery maintenance Staff Salaries, incentives Budget for marketing purpose 		Revenue Streams  <ul style="list-style-type: none"> The cleanliness and painless cupping treatment service Geographic factor where in some culture like Malay, they prefer to have a massage treatment if the pain can't be treated with drugs and surgeries. For instances, post-stroke headaches, backpain and muscle strain. Customers who have drug medicine allergy will try to find alternatives and organic medicine will be the main option. 			

Designed by: The Business Model Foundry (www.businessmodelgeneration.com/canvas). PowerPoint implementation by: Neos Chronos Limited (<https://neoschronos.com>). License: [CC-BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/)

2.2 Explanation of BMC

According to an article from Ecommerce Digest, the first block of Business Model Canvas (BMC), which is customer segments, can be defined as a group of people that we aim to reach out and serve. Based on the observation made to the company, it appears that Pusat Urutan Tradisional Melayu Tawakal manages to serve their customers based on three segmentations which include demographic, geographic and psychographic. The demographic trend is targeted towards the younger generation including toddlers and teenagers as well as adults, regardless of their gender as this company offers efficient and professional service for both male and female. We also focusing to people that have profession such as office worker, construction worker, heavy duty worker, sportsman and sportswoman, and also we focusing to old people. Pusat Urutan Tradisional Melayu Tawakal also fulfils its psychographic segment by engaging with individuals who live a active lifestyle but in need for treatment. As for geography, this company aims to market it service to people that live in urbanized areas, which is why the advertisement comes in form of online and also physical like posters and business cards.

The value proposition block is to convince customers into thinking that the company's products and service are the best among other competitors so that they will purchase its products. Pusat Urutan Tradisional Melayu Tawakal is a massage parlor or traditional treatment parlor where customers come in hope to relief their pain and injury. While many other massage company also provide this kind of service, this company differentiates itself by specializing in the original malay traditional massage technique with a very reasonable price. This is because nowadays there are alot of massage parlor that provide thai massage or the foot massage which is not convenient in term of geographic as Malaysians normally would prefer their traditional massage. The service also vary from cupping treatment to live and counselling session with customers. Not only that, Pusat Urutan Tradisional Melayu Tawakal also sell verified organic medicine which is made from honey as for the customers who have the need to find alternatives other than drug medicines. We also provide tips, advised and ways to improve body health to our customer and from that ways we sure that is the things that differentiate ourself with the other massage business company.



The next block in the Business Model Canvas is the channel. This block describes how a company communicates with its customer segments to deliver its value proposition. During the initial period of this business, Pusat Urutan Tradisional Melayu Tawakal only use of physical channel as a way to sell their goods. But everything changed when the covid19 is spreading rapidly and people are not allowed to go out unless with valid reasons. What they did is Pusat Urutan Tradisional Melayu Tawakal utilize virtual channels as well as digital channel. Virtual channel means the company sell the medicine through websites. Other than that, Pusat Urutan Tradisional Melayu Tawakal also keep in touch with their previous patient who is in need of further inspection by using Google Meet and WhatsApp. This virtual channel is promising for the customer during this hard times as it enables them to live a healthy lifestyle and avoid any activities that might trigger or worsen previous injury. In addition Pusat Urutan Tradisional Melayu Tawakal also sets up a facebook page to advertise and sell the medicine. With this kind of approach customers who live far from the store will not be left out and still have the opportunities to acquire the products they needed.

After that is the revenue stream. According to the Corporate Finance Institute, the various sources from which a business earns money from the sale of goods or the provision of services. Pusat Urutan Tradisional Melayu Tawakal get their revenue from the service they provide and also goods sold to their customers. This particular company provides service and also goods as for their source of revenues. ✓

Key resources are the assets that are significant in order to make the company running. This company relies heavily on these resources in order to be able to run its business and operate smoothly. Pusat Urutan Tradisional Melayu Tawakal requires cupping tools and kits in order for them to perform the cupping treatment for their customers. Aside from that, they also need human resources such as skilled staff who have the ability give the best massage service to their customers. It is crucial on having skilled staff because when it comes to traditional massage, if it is done wrongly, it will worsen the patient's injury thus leading to loss of profit. Not only that, Pusat Urutan Tradisional Melayu Tawakal also need to have their signature lotion and massage oil as it will make the massage session much more convenient due to the fragrance of the lotion and oil. Lastly is cupboard or storage to store and organize their goods and medicines. This is important because they need to organize their medicine because mixing up the expired meds with the new one will cause them to sell an expired meds to customer thus leading to a serious health issue. ✓

The sixth block is key activities. Key activities is the thing that a company must do in executing their value proposition. Pusat Urutan Tradisional Melayu Tawakal focuses on providing service and selling medication and also customer feedback to gather information regarding customers level of satisfactions. In addition, this company also do promotions through various ways which includes posters and also business cards. These key activity will increase the profits and income for the company.

Next is key partner. Key partners can simply be defined as the relationship that a company develops with other organisations or individuals that enables a business to run smoothly. As for Pusat Urutan Tradisional Melayu Tawakal, it has a good partnership with the Ministry of Health Malaysia and the State Hospitals. This partnership is made to help patient with chronic injury like stroke, anxiety and also knee-pain. Not only that, the partnership between the Ministry of Health Malaysia has resulted in helping Pusat Urutan Tradisional Melayu Tawakal grow and able to reach out greater audience.

The last block in Business Model Canvas is the cost structure. Cost structure can be defined as the costs and expenses that a company must incur while operating the business model. As for Pusat Urutan Tradisional Melayu Tawakal the cost that needs to be taken into account includes fixed cost, ongoing cost and variable cost. For instance staff salary are categorized in fixed cost and machinery maintenance falls into ongoing cost. However, staffs might need to be rewarded with incentives if they reached the target and that is variable cost.

3.0 CONCLUSION

As we have go through all the various variables in implementing our business where we already have considered both the demand for our service and the potential business competitors, we can fully utilize our resources and do intensive marketing plans to promote our business so that we can outreach more potential customers. It became a prejudice where people may have concern about the efficiency of our services but with our masseur have gone through the necessary trainings to become a certified masseur and with the help of talks from our customers to spread about our business will certainly make our business to flourish. Just like the need of doctors to relieve pain, our service undeniably has a place in the community where people need help to relieve the pain in their body. The benefit from our business will surely attracts customers and the implementation of our services can also widely go from premises to service at home. We believe the prospect of our business can go far as nowadays the existence of technology are useful for marketing purposes where we can see videos of similar services as ours can fetch thousands of views.



4.0 APPENDICES

The attachment that we show below are our business competitors which is Pusat Terapi & Bekam BidaraLab Setapak and Teratak Bidan Tradisional.



Pusat Terapi & Bekam BidaraLab Setapak Facebook Pages



SET PROMOSI

PREMIER

1 Gel Mandian 200ml
1 Minyak Pati 10ml + Aura 20ml
+ 1 Jus Bidara 250ml
Harga Asal = RM316
Harga Promosi = RM281
Jimat = RM 35

SUPER PREMIER

1 Gel Mandian 500ml
1 Minyak Pati 10ml + Aura 20ml
+ 1 Jus Bidara 250ml
Harga Asal = RM356
Harga Promosi = RM316
Jimat = RM 40

#bidaralab

Listed by Bidaralab HQ, Malaysia

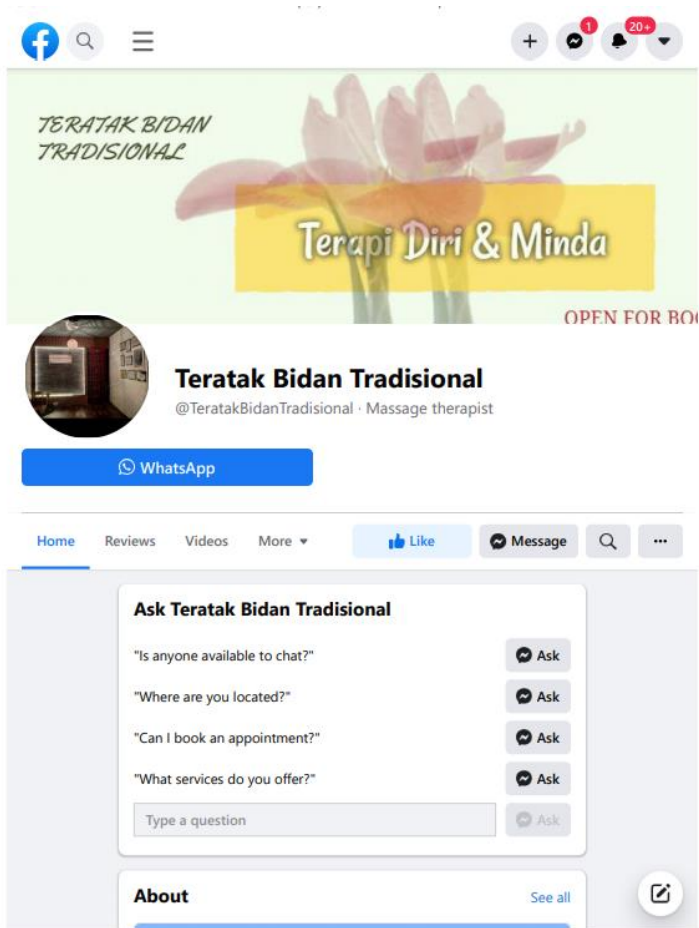
Promosi Kasih Sayang

RM281.00

Message

Save Like Share

BidaraLab own products



Teratak Bidan Tradisional Facebook Pages

