

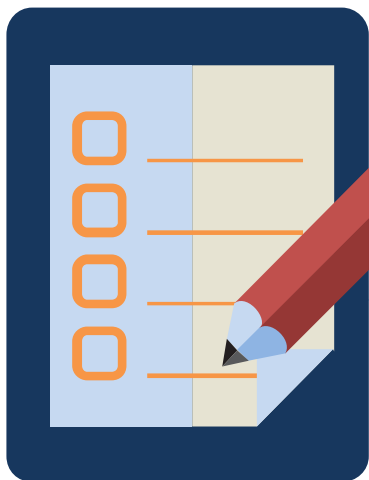


UNIVERSITI
MALAYSIA
KELANTAN

BUSINESS MODEL CANVAS (BMC)

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IDEAS AS TOOLS



**A good idea is nothing more than a tool
in the hands of the entrepreneur**

**Findings a good idea is the first of many
steps in the process of converting an
entrepreneur creativity into an
opportunity**

BUSINESS OPPORTUNITY



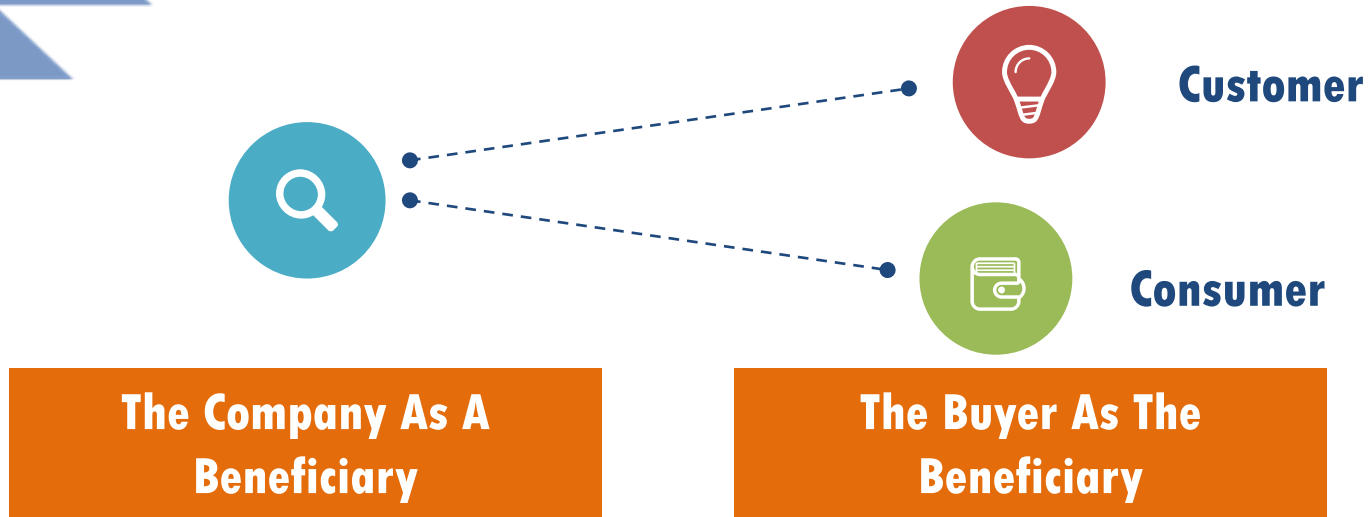
OPPORTUNITY FOCUS

- ☐ The screening process should not begin with strategy (which derives from the nature of the opportunity), financial and spreadsheet analysis, or estimations of how much the company worth and who will own what shares.
- ☐ Many entrepreneurs who start business particularly those for whom the ventures are their first-run out of cash faster than they bring in customers and profitable sales.
- ☐ The reasons why this happen because, the entrepreneurs have not focused on the right opportunity.



Introduction: WHAT IS BUSINESS MODEL?

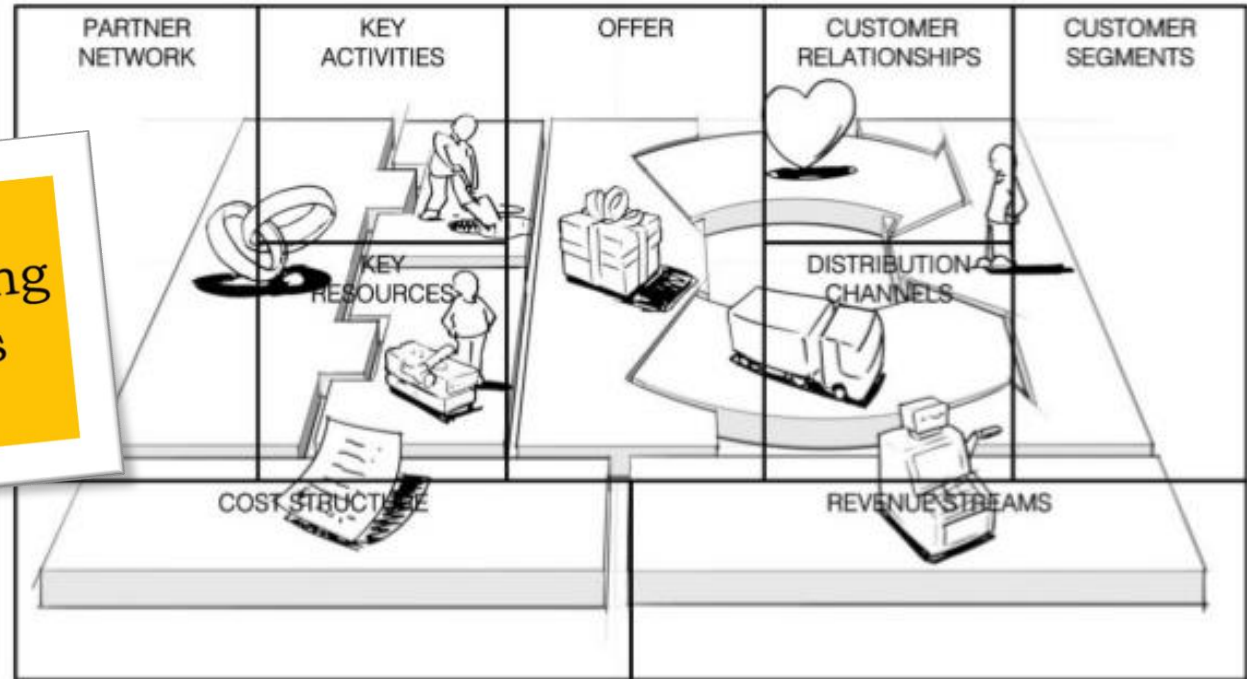
WHAT IS BUSINESS MODEL?



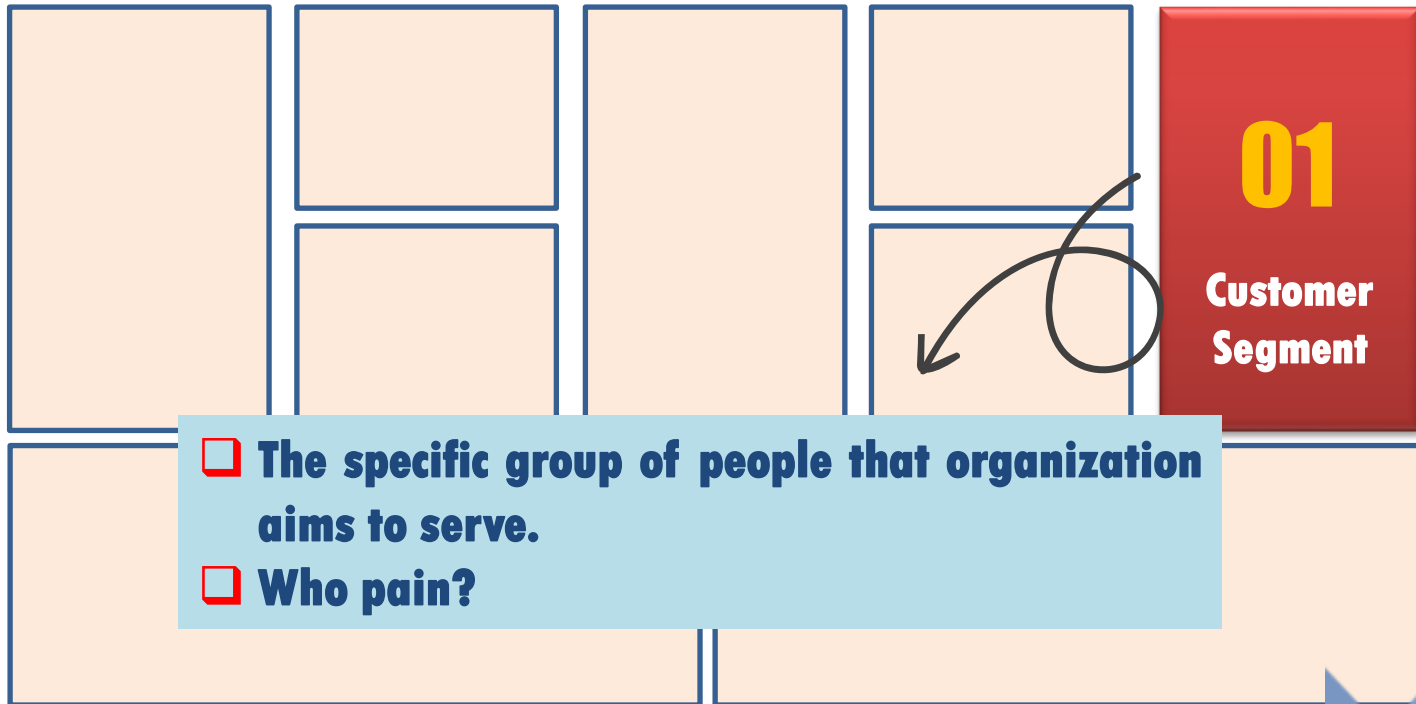
- ☐ Business model is a method to explain how a business idea can benefit its customers.
- ☐ Tools for idea verification.

BUSINESS MODEL CANVAS

9 building blocks



BUSINESS MODEL CANVAS



01

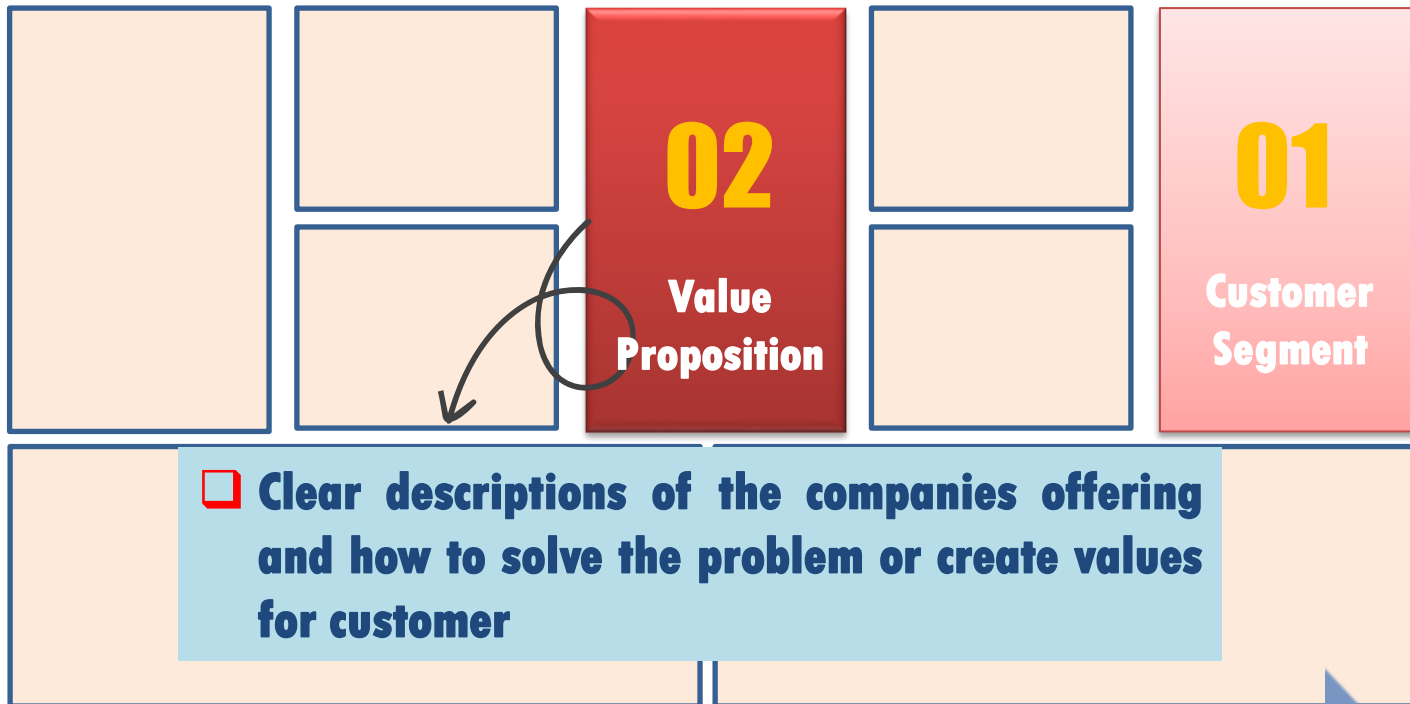
**Customer
Segment**

EatSlim

- ☐ Orang yang mengidap obesiti.
- ☐ Orang yang pentingkan kesihatan.
- ☐ Kaum lelaki dan wanita 25 hingga 35 tahun.
- ☐ Pelbagai bangsa tidak kira melayu, cina dan india.
- ☐ Strata sosial pertengahan dan atasan.
- ☐ Gaya hidup aktif, sibuk dan bekerjaya
- ☐ Prospek yang pentingkan kualiti dan nilai
- ☐ Agen dan pengedar
- ☐ Pelanggan kedai bakery, cafe dan kiosk
- ☐ okasi bandar besar 25km radius

- ☐ **Demographic**
(data related to population)
- ☐ **Psychographic**
(preferences, culture, taste)
- ☐ **Geographic**

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02

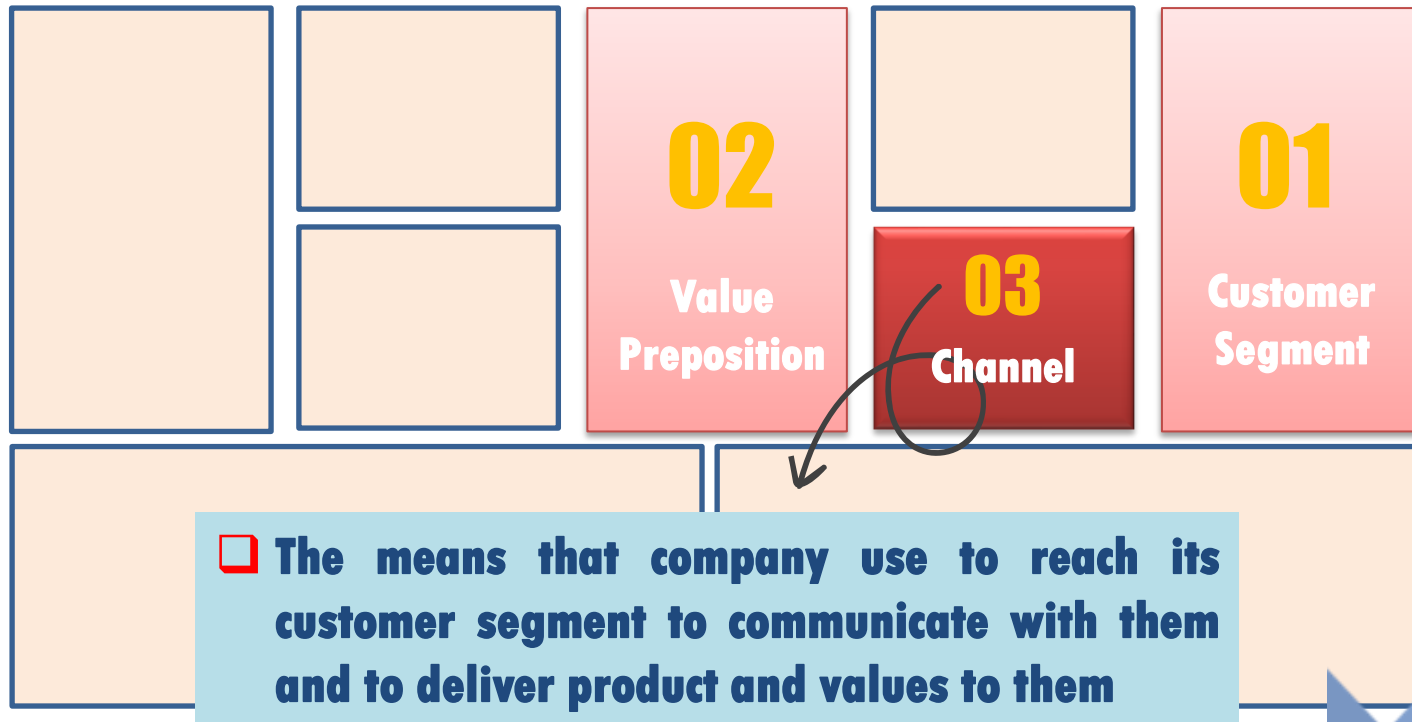
**Value
Preposition**

EatSlim

- ☐ Jenama Eatslim Dikenali Sejak 2015
- ☐ Jenama Eatslim Didaftarkan Di Myipo
- ☐ Halal, Sedap, Organik Serta Berkhasiat
- ☐ Pembungkusan Cantik Dan Mudah Dibawa Kemana-mana
- ☐ Kidmat Penghantaran Cepat Dan Mudah Didapati
- ☐ Boleh Kurangkan Berat Badan
- ☐ Bantu Pelawasan Dan Pencernaan
- ☐ Pemakanan Untuk Pesakit Cancer
- ☐ Rendah Karbohidrat Dan Tinggi Nutrisi
- ☐ Pelbagai Jenis Pilihan Dan Rasa

- ☐ What makes your company different from the others?
- ☐ What your company best offer to the customer

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03

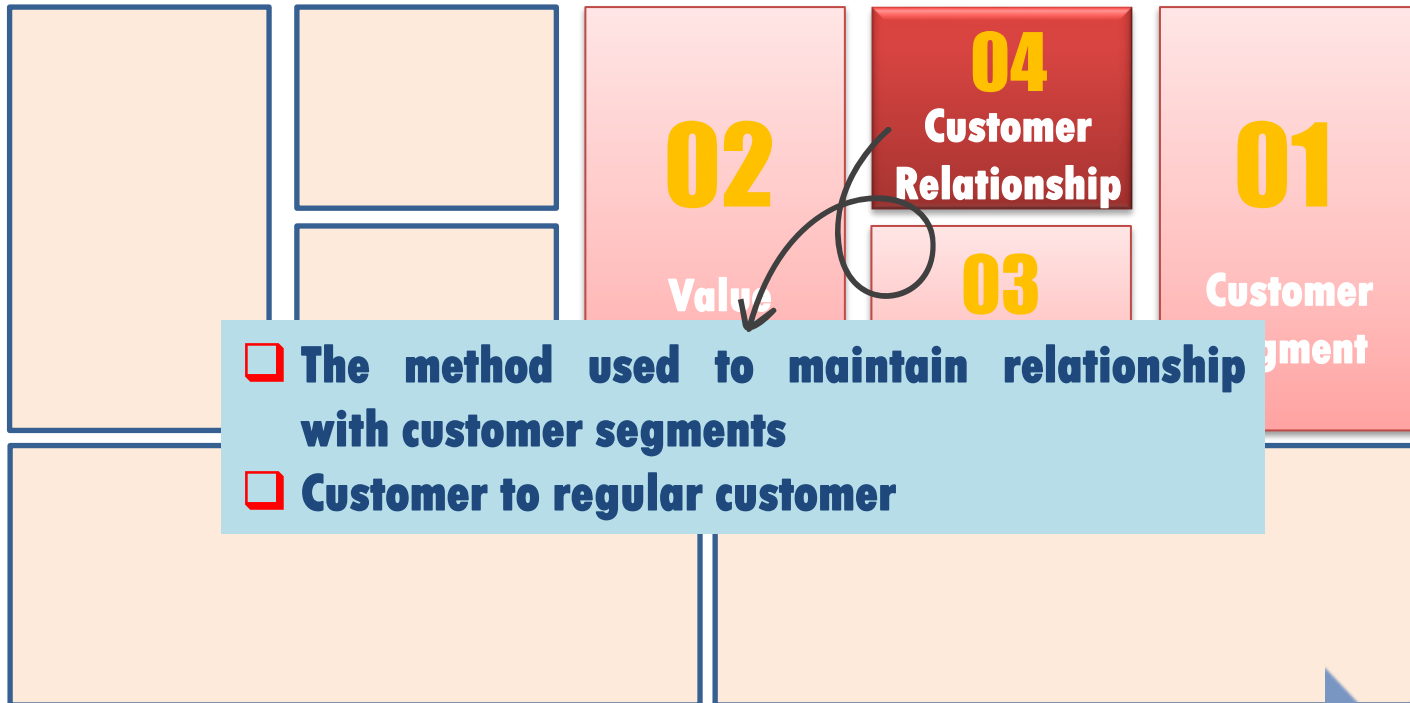
Channel

EatSlim

- ☐ Central kitchen dan 20 eatslim kiosk
- ☐ 300 agen dan stokis seluruh malaysia
- ☐ Facebook follower 100k
- ☐ Instagrame follower 500k
- ☐ Lazada, 11street, amazon.Com. Alibaba.Com
- ☐ Website : www.Eatslimbyaddauwais.Com
- ☐ Billboard, flyers, bunting dan banner
- ☐ Barangan cenderahati, mugg, t-shirt, apron, buku
- ☐ Media sosial, tv, radio, majalah kesihatan
- ☐ Kaizo delivery, nationwide, tqbin, runner

- ☐ How your products/services reach to the customers

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04

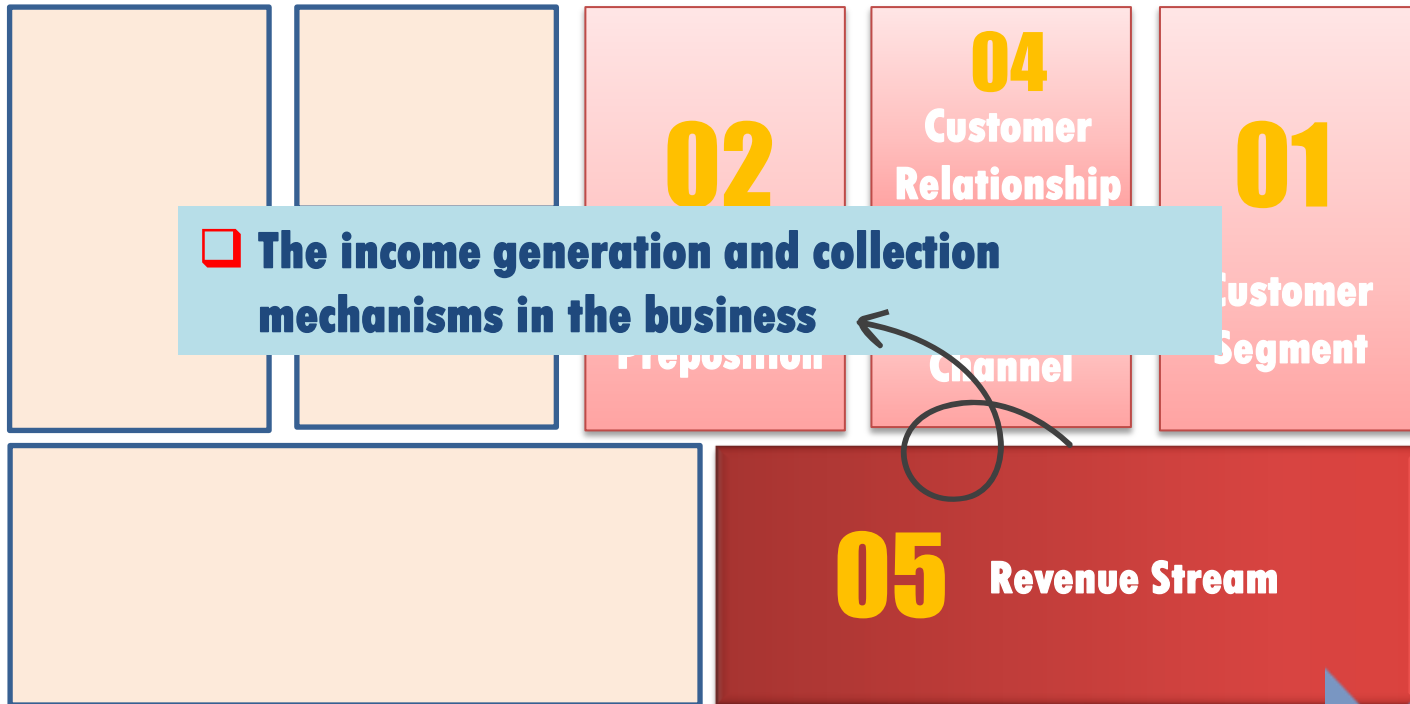
Customer Relationship

EatSlim

- ☐ Buat video kongsi resepi guna sos dan roti diet
- ☐ Kongsikan resepi makanan rendah karbohidrat
- ☐ Layanan mesra semasa proses jual beli
- ☐ Kad keahlian diskaun 'eat more loss more'
- ☐ Kidmat nasihat percuma selepas belian
- ☐ Program 'refferal' diskaun 20% bawa ahli baru
- ☐ Promosi combo ikut musim dan hari gaji
- ☐ Kumpul pelanggan dalam group whatsapp/fb
- ☐ Pelanggan kongsi pengalaman dapat hadiah
- ☐ Buat contest dan beri hadiah

- ☐ What can you do to make customers loyal or repeat your products/services

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05

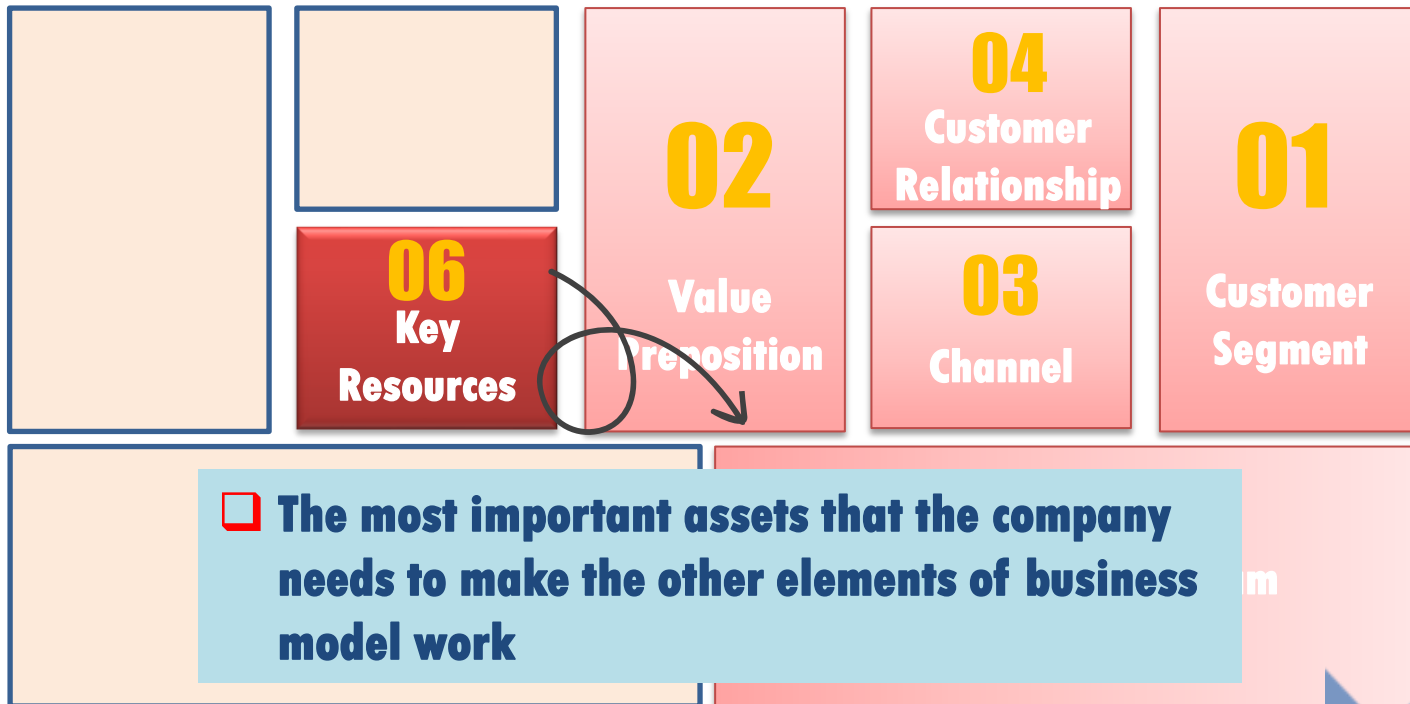
**Revenue
Stream**

EatSlim

- ☐ B2B : BUNBUN RM20 X 28000 = RM560,000.00
- ☐ B2B : FLUFFY BUN RM11 X 10000 = RM110,000.00
- ☐ B2B : TORTILLA RM22 X 20000 = RM440,000.00
- ☐ B2B : CHACHA SAUCE RM12 X 38000 =
RM456,000.00
- ☐ B2C : BUNBUN RM26 X 28000 = RM728,000.00
- ☐ B2C : FLUFFY BUN RM13.50 X 10000 =
RM135,000.00
- ☐ B2C : TORTILLA RM27 X 20000 = RM540,000.00
- ☐ B2C : CHACHA SAUCE RM15 X 38000 =
RM570,000.00
- ☐ KELAS 'DIET SIHAT' RM499 x 80 = RM39,920.00
- ☐ Jumlah pendapatan setahun RM3,074,920.00

- ☐ Where
your
company
get
income?

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06

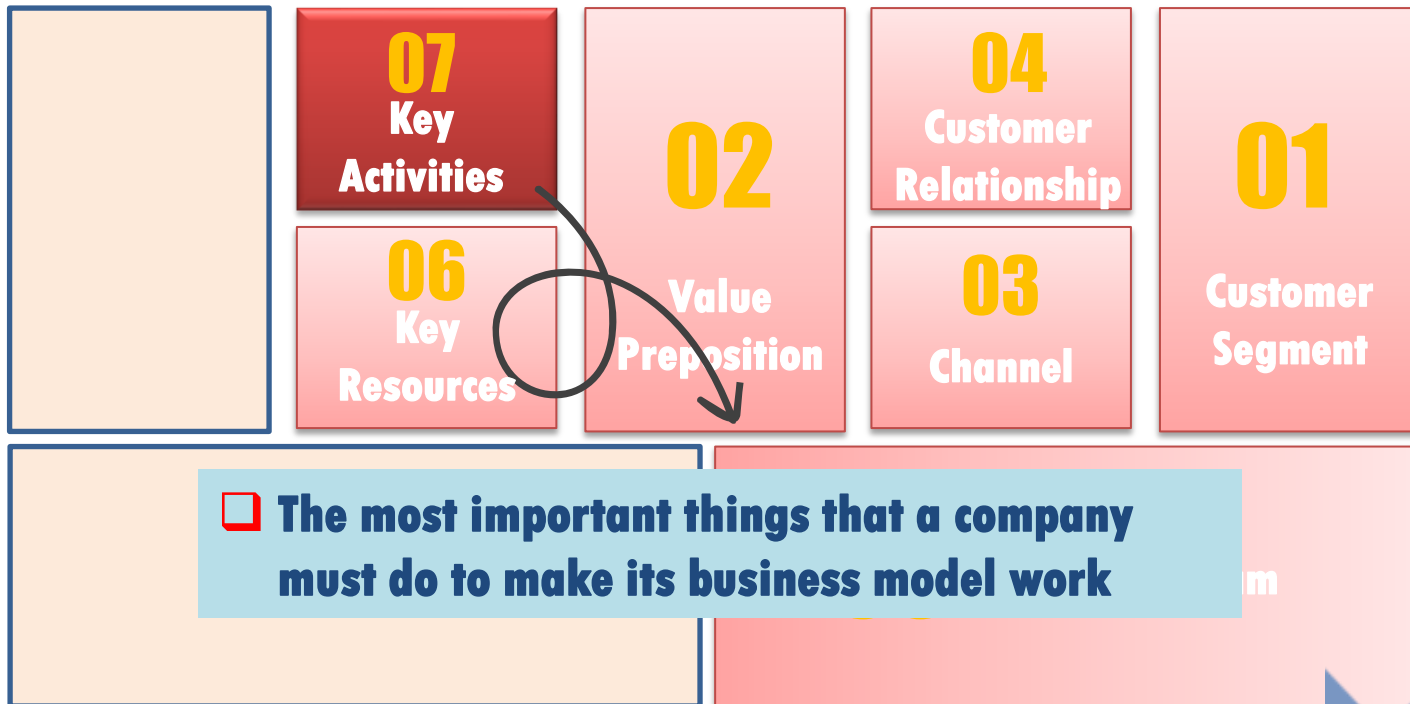
Key Resources

EatSlim

- ☐ Resepi diet rendah karbohidrat (R&D)
- ☐ Modal pusingan
- ☐ Database pelanggan
- ☐ Central kitchen (piawaian jakim/mesti)
- ☐ Daftar penjenamaan dan logo eatslim
- ☐ Bahan mentah
- ☐ Chef, food technologies dan dietition
- ☐ Peralatan dapur dan kelengkapan opis
- ☐ Mesin dan kenderaan
- ☐ Pemasaran tools

- ☐ Where
your
company
get the
resources?
- ☐ Financial
- ☐ HR
- ☐ Raw
materials
- ☐ Machinery
&
technology

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07

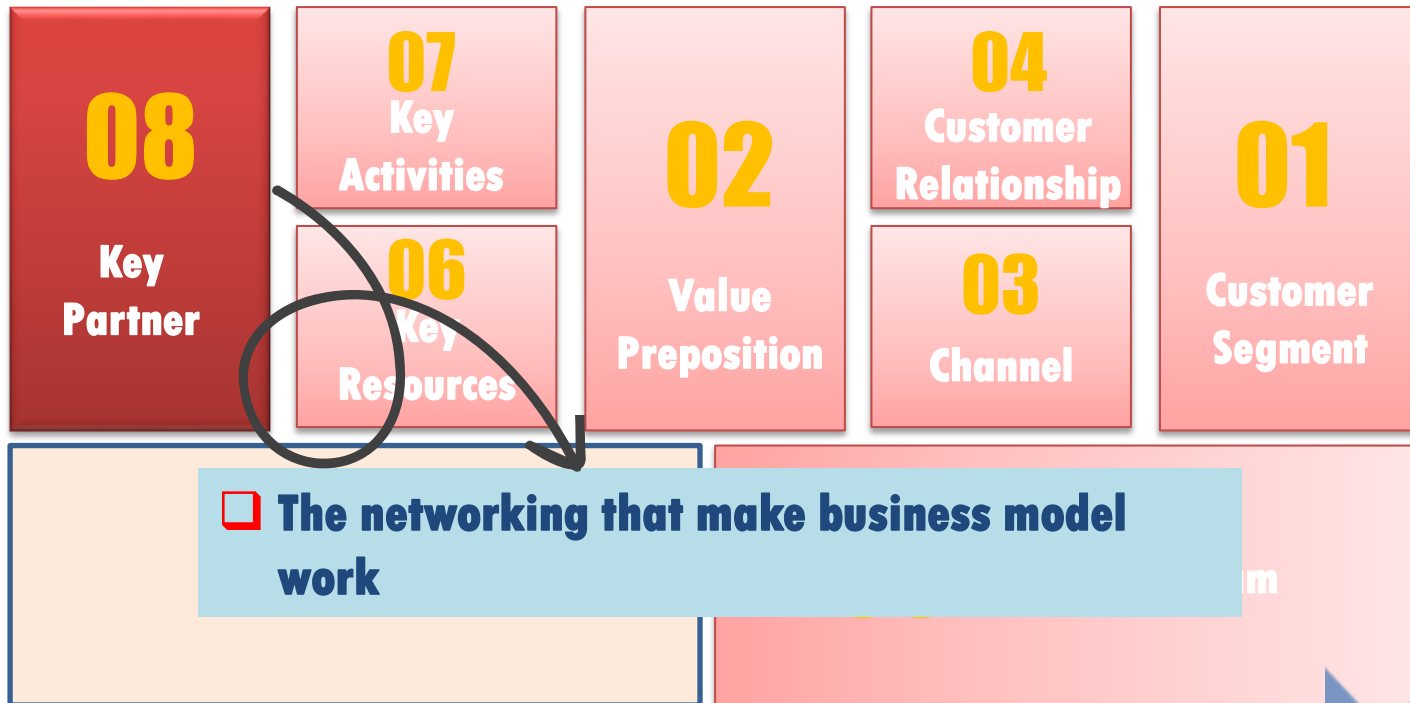
**Key
Activities**

EatSlim

- ☐ Menimbang, mengadun, menguli doh dan membakar
- ☐ Menyejuk, membungkus, melebel dan menjual
- ☐ R&D untuk menghasilkan menu diet rendah karbohidrat
- ☐ Pemasaran dan jualan atas talian dan expo
- ☐ Kidmat nasihat dan penghantaran
- ☐ Pantau berat badan dan kesihatan pelanggan
- ☐ Perakaunan : kemaskini rekod jualan dan belian
- ☐ Audit tahunan, kira stok dan bahan mentah
- ☐ Bengkel dan latihan pemakanan yang betul
- ☐ Penulisan buku resepi diet rendah karbohidrat

- ☐ Any activities related with your company

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08

Key Partner

EatSlim

- ☐ Food technologies - Universiti Malaysia Kelantan
- ☐ Dietition dan nutrition - UiTM
- ☐ Pembekal bahan mentah dan pembungkusan
- ☐ Akauntan dan auditor
- ☐ Perbankan
- ☐ Majlis Daerah Besut - perlesenan premis
- ☐ JAKIM, KKM, MARDI, FAMA, MARA, JAB. Pertanian
- ☐ Syarikat pengiklanan setempat
- ☐ Tuan punya premis, TNB, LHDN, SYABAS, JBAT
- ☐ Syarikat e-commerce

- ☐ Who make your business work/run (networking /assistance)

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09

**Cost
Structure**

EatSlim

- ☐ Sewa premis, mesin dan kenderaan RM20,000.00
- ☐ Perisian, website, pos sistem RM50,000.00
- ☐ Paten, daftar hak cipta, jenama rm20,000.00
- ☐ Gaji kakitangan, upah, bonus, elaun rm150,000.00
- ☐ Belanja pejabat, penyelenggaraan RM150,000.00
- ☐ Belanja bahan mentah RM100,000.00
- ☐ R&D makanan baru & food technologies RM120,000.00
- ☐ Pemasaran, pengiklanan, latihan staff RM200,000.00
- ☐ Caj distribution centre dan logistic RM10,000.00
- ☐ Jumlah perbelanjaan RM1,000,000.00

- ☐ Any cost involve in your business activities
- ☐ Fixed & variable cost

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9 building blocks





THANK YOU

