



UNIVERSITI  
MALAYSIA  
KELANTAN

**JFT 20302**

**STUDENT IN ENTERPRISE PROGRAM (SIEP)**

<b>Nama</b>		<b>No Matriks:</b>
-------------	--	--------------------

# BUSINESS MODEL CANVAS ( LANDSCAPE )

## 1. KEY PARTNERS

- **Suppliers**
  - Supply the fountain, pebble, fences and pavilion.
- **Nursery and farmers**
  - Supply the ornamental plants and grass.
- **Landscape Contractor**
  - Provide construction of the outdoor landscape services based on design and requirements of customers.
- **Landscape Architect**
  - Provide service of designing the landscape as describe or mandate by the customers.
- **Housing Developers**
  - Having a partnership agreement with the housing developers on the project of landscaping on new housing areas.

## 2. KEY ACTIVITIES

- **Landscape (Nursery)**
  - Be a custodians of environment strive to make world more beautiful landscape in commercial setting, communities and private homes.
  - Provide the pruning ornamental plants and grass for communities, gardeners and homeowners.

## 6. KEY RESOURCES

- Personal loan
- Premises
- Vehicles for transportation
- Employees

## 3. VALUE PROPOSITIONS

- Focused on using the plant health care solution that are biological and environmentally friendly.
- Creating and maintaining outdoor places that suit the customer's lifestyle and added the value to property.
- The landscaping services feature by dependable and educated staff and distinctive expertise.
- All of the ornamental plants and the landscape items are based on natural resources instead of synthetic.
- The creativity of employee and expertise is vary which having their own uniqueness in designing the landscape.
- The prices of the plants and

## 4. CUSTOMER RELATIONSHIPS

- Online comment.
- Customer supports, Self-service.
- Providing customers with personal assistance in planning the landscape concept that they looking for.
- Landscaping knowledge centers.
- Offering no cost job evaluation

## 7. CHANNELS

- **Manufacturer**
  - To get ornamental plants, pebble, and other related landscape items
- **Trader**
  - To sell the needed items for building landscape, meanwhile gain profit for retailer as working as middle man.

## 5. CUSTOMER SEGMENTS

- Customer who loves landscape at their home garden.
- People in the city who need neat and clean landscape.
- Café and restaurant owner.
- Big company owner.
- Owner of golf club.
- Government company who need landscape service,
- Public park service ( District Municipal Council).
- Private company owners.

## 8. COST STRUCTURE

- Distribution cost ( Logistic cost )
- Labour cost (Hiring and training customer service representatives)
- Marketing cost (Advertising fee)
- Equipment purchase (Hardware, production cost)

## 9. REVENUE STREAMS

- Franchising fees/licensing
- Offered service of designing landscape to customers in private homes, any event or special occasion that required landscape design such as ceremony and school programme.
- Contribute the landscape consultation services for homeowner that need design ideas for their garden.