



UNIVERSITI PUTRA MALAYSIA
AGRICULTURE • INNOVATION • LIFE

PROGRAM SISWAPRENEUR PUTRABIZ@CEM

BUSINESS MODEL CANVAS

14 JANUARI 2020

10.45 AM-12.45 PM



Hello!

I am Dr. Mass Hareeza



Director of CEM since 5th December 2015

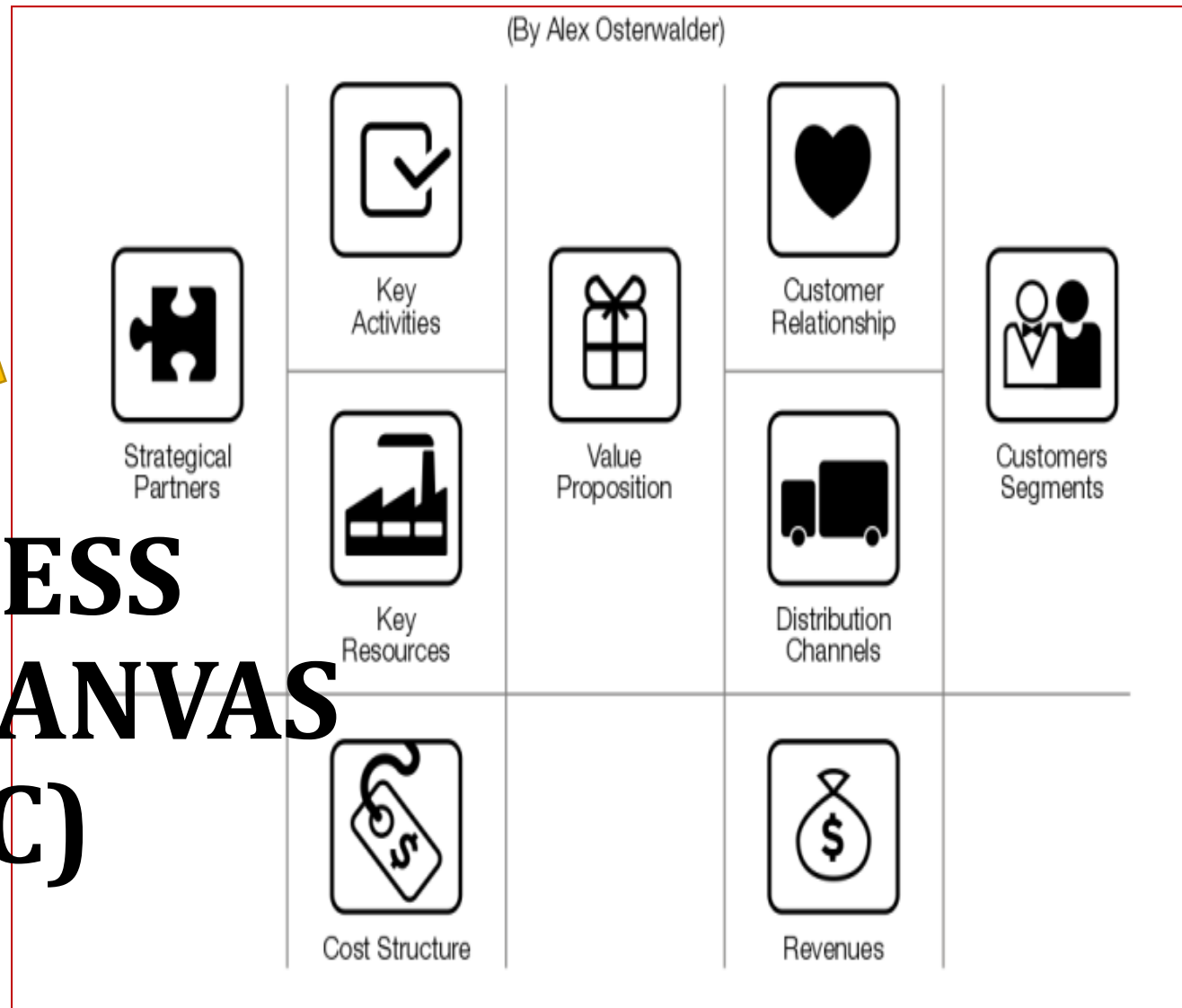
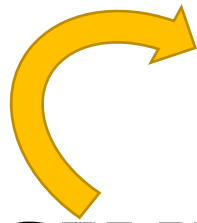


Senior Lecturer, Department of Marketing & Management,
Faculty of Economics and Management












Specialization: *Business Communication, Service
Management, Quality Management*

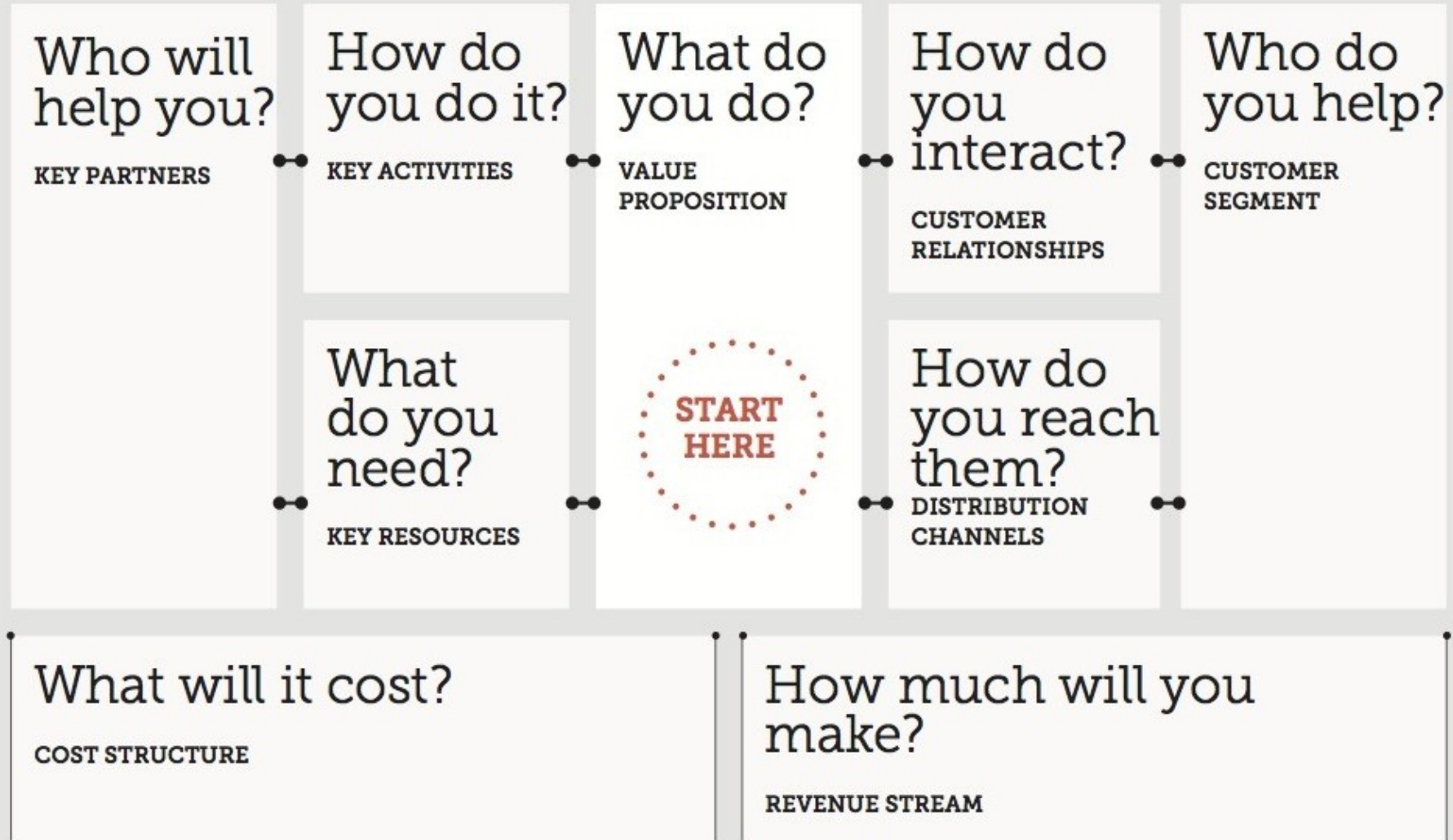
BUSINESS MODEL CANVAS (BMC)



BMC: TEMPLATE

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	

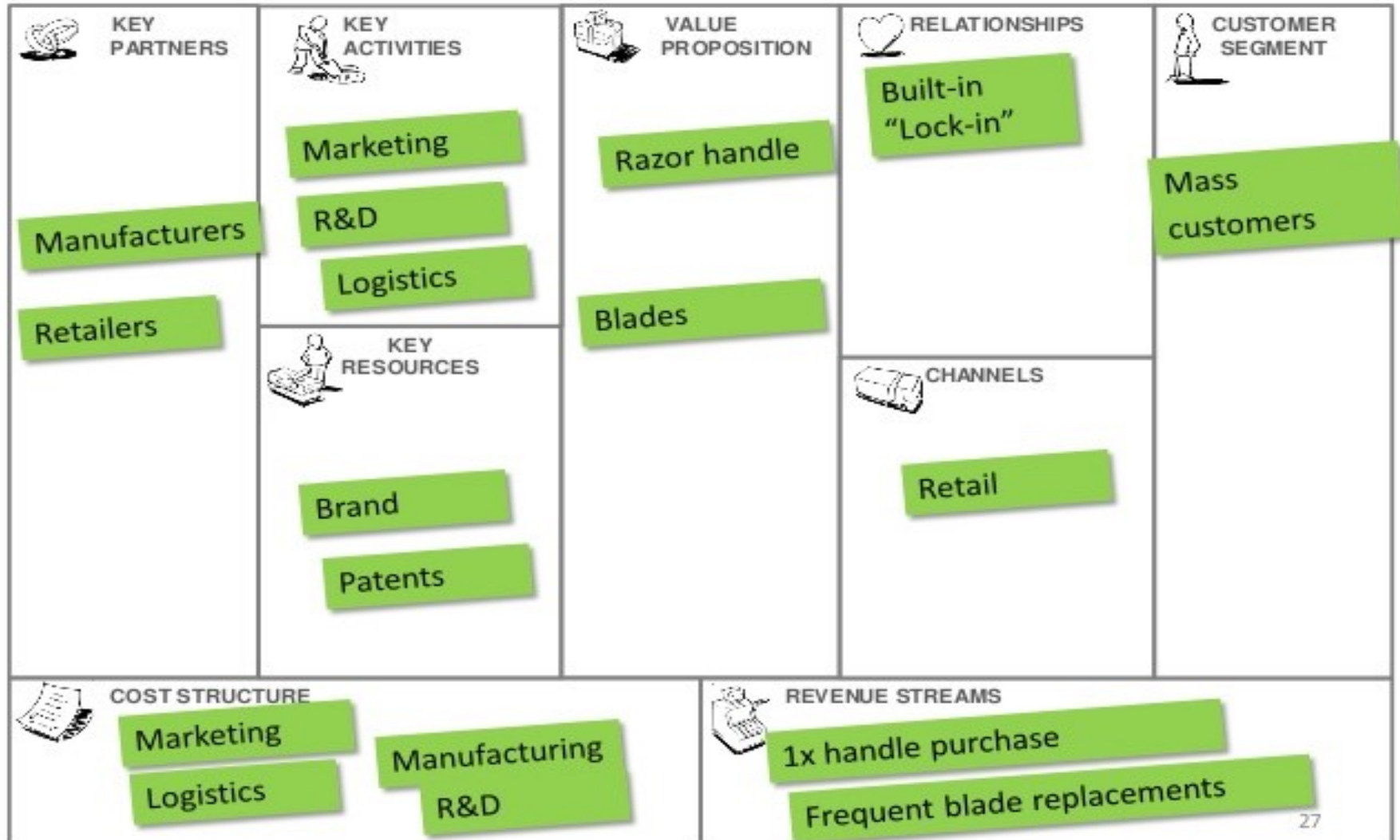
KEY POINT TO CREATE YOUR COMPANY BMC



EXAMPLES OF BMC

Gillette

Gillette: Razors & Blades



EXAMPLES OF BMC

UBER LONDON - DRIVERS

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
<p>Don't get enough rides when on duty</p> <p>Don't feel safe with clients in minicabs</p> <p>Don't know routes across London</p> <p>Want to get extra income</p> <p>Want to be flexible about working times</p>	<p>Get ride requests in your area as you are ending your current journey, follow directions from app</p> <p>See client's rating before taking the ride</p> <p>Decide when to work based on personal availability or fares</p>	<p>We allow anyone with a private hire licence and a car to make money by passing them ride requests from trustworthy people</p>	<p>3.5M customers</p> <p>Brand awareness 84% among adults (2016)</p> <p>Global IT infrastructure</p>	<p>Minicab drivers</p> <p>Men with day jobs struggling to keep up with family costs</p>
<p>EXISTING ALTERNATIVES</p> <p>Minicabs companies</p> <p>Other part/full time jobs</p>	<p>KEY METRICS</p> <p>Drivers interviewed</p> <p>Drivers who join the service</p> <p>Trips complete per month</p> <p>Revenue generated</p> <p>New drivers referred</p>	<p>HIGH-LEVEL CONCEPT</p> <p>Like minicabs but easier, safer and more flexible</p>	<p>CHANNELS</p> <p>PR</p> <p>Word of mouth</p> <p>outreach</p>	<p>EARLY ADOPTERS</p> <p>Freelance chauffeur luxury drivers</p>
<p>COST STRUCTURE</p> <p>IT infrastructure and development</p> <p>£25 / hour incentive</p> <p>Marketing, PR and legal costs</p> <p>Iphone stock, maintenance and distribution</p> <p>Driver management</p>			<p>REVENUE STREAMS</p> <p>List your sources of revenue:</p> <p>£5/month phone rental</p>	

ACTIVITY:

GROUP 4-5 PERSON
Create BMC for your
company in a
Mahjong paper



SHARING SESSION: **IDEA FOR BUSINESS**



EXAMPLES OF PACKAGING





VISIT TOKYO, JAPAN

24-31 JANUARY
2018





UNIVERSITI PUTRA MALAYSIA
AGRICULTURE • INNOVATION • LIFE

