



BORANG INVENTORI PROJEK PELAJAR

PERKARA	MAKLUMAT INFORMATION
Program <i>Program</i>	DPM
Jabatan <i>Department</i>	PERDAGANGAN
Semester/ Tahun <i>Semester/ Year</i>	LIMA
Tajuk Projek <i>Project Title</i>	APPLICATION OF BUSINESS MODEL CANVAS(BMC) ELEMENTS OF MARKETING EFFECTIVENESS BY DAYA ERYNA GALLERY
Jenis Projek <i>Type of Project</i>	PROJEK PERNIAGAAN
Kategori Kluster Penyelidikan <i>Category/ research Cluster</i>	SAINS SOSIAL
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Penyelia Bersama <i>Co-Supervisor</i>	
Abstrak <i>Abstract</i>	Marketing of products and services is very important for all types of businesses. Marketing means introducing a product or service. Without a systematic marketing system, good products cannot be widely marketed and disadvantageous to those who produce them. Before the internet marketing methods grew drastically, the conversion business focused more on marketing through the services of salespeople or other designated marketing personnel to market their products. For larger business firms, marketing methods such as advertising through mass media such as newspapers, magazines or television advertising. All of these are high cost and have recurring maintenance costs. The study was conducted in connection with marketing of a Power Eryna Gallery

	<p>company that sells Muslim clothing in Merlimau, Malacca. The purpose of this study is to measure the level of marketing effectiveness at Daya Eryna Gallery and improve its marketing using Business Model Canvas planning. The process of data collection method is divided by 2 methods which is secondary data and primary data. The interview was conducted with the manager of Daya Eryna Gallery. Questionnaire forms are used as survey instrument measure the level of effectiveness of marketing to increase profitability. Respondent involved entrepreneurs and people around Merlimau, Malacca. According to the interview session the data obtained will be analyzed by using 'SWOT' Analysis'. The findings show that the level of marketing effectiveness of the company is not satisfactory and inactive. In addition, they also have problem in promoting goods and services by using social media. The business model canvas will be provided as a tool to enhance the marketing effectiveness of the Daya Eryna Gallery company.</p>
<p>Keyword <i>Keyword</i> (max 5 word)</p>	<p>BUSINESS MODEL CANVAS, EFFECTIVENESS MARKETING</p>
<p>Objektif Projek <i>Project Objectives</i></p>	<ol style="list-style-type: none"> 1. To review current business marketing practices conducted by Daya Eryna Gallery. 2. To determine the factors of marketing that will influence effective marketing at the Daya Eryna Gallery 3. To propose the use of Business Model Canvas as a marketing tool for Daya Eryna Gallery
<p>Skop Projek <i>Project scope</i></p>	<p>This study discusses about Business Model Canvas strategy tool that consist of six dimensions which are actionable strategies, organizational alignment, appropriate measures, effective process, information assets and analytics, and enabling technologies. Effective marketing will measure the overall perception of thus Business Model Canvas strategy tool delivered by Daya Eryna Gallery. This study was conducted by Daya Eryna Gallery at Merlimau, Melaka. The respondents of the study were among the residents of Merlimau and nearby towns.</p>

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Dapatan <i>Finding</i> (500 words max)	<p>The mean for the descriptive statistic for review current business marketing practice. The highest mean is 4.30 which is “I choose strategic location to attract customer’s attention” and the lowest is 3.28 which is “I set the price according to the negotiations with the customer“. This shows the business-to-business overview shown by many of the business owners' priorities in strategic strategy rather than customer price negotiations for a product or service.</p> <p>The mean of the descriptive statistic for determining the factors of marketing that will influence effective marketing. The highest mean is 4.50 which is "Entrepreneurs need to learn how to use technology for effective marketing" and the lowest is 3.75 which is "Effective marketing requires high capital". This result shows entrepreneurs are acknowledging that to enhance their marketing needs to use technology that is expanding nowadays and will realize the company's business results. In addition, it also shows entrepreneurs acknowledging that effective marketing does not require high capital and that it involves effective marketing strategies that require high or low cost.</p> <p>The mean of the descriptive statistic for propose the use of Business Model Canvas as a marketing tools. The highest mean is 4.37 which is “The support from the people around us can help raise the spirit of managers to increase sales” and the lowest is 4.05 which is “Customers will choose the product based on the value of the product over the price offered. This result shows that entrepreneurs acknowledge that the support from the people around them will build a strong spirit for managers and employees for high sales or profits. Additionally, entrepreneurs acknowledge that customers are more concerned with the value or quality of the product or service than the price offered.</p>	
Cadangan untuk kerja-kerja akan datang <i>Suggestion for future work</i> (500words)	Create a more productive Business Model Canvas application systems in line with increasingly sophisticated technologies.	
Gambar berkaitan projek <i>Picture related to project (700kb)</i>		
Rating/Level	JABATAN	

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Borang ini perlu diisi oleh pelajar dan dihantar kepada penyelia/ penyelaras projek dalam bentuk hardcopy dan softcopy (borang LAMPIRAN J) dan gambar hasil projek dalam format jpeg/bitmap) bersama laporan akhir dan hasil projek.

