

## Business Model Canvas

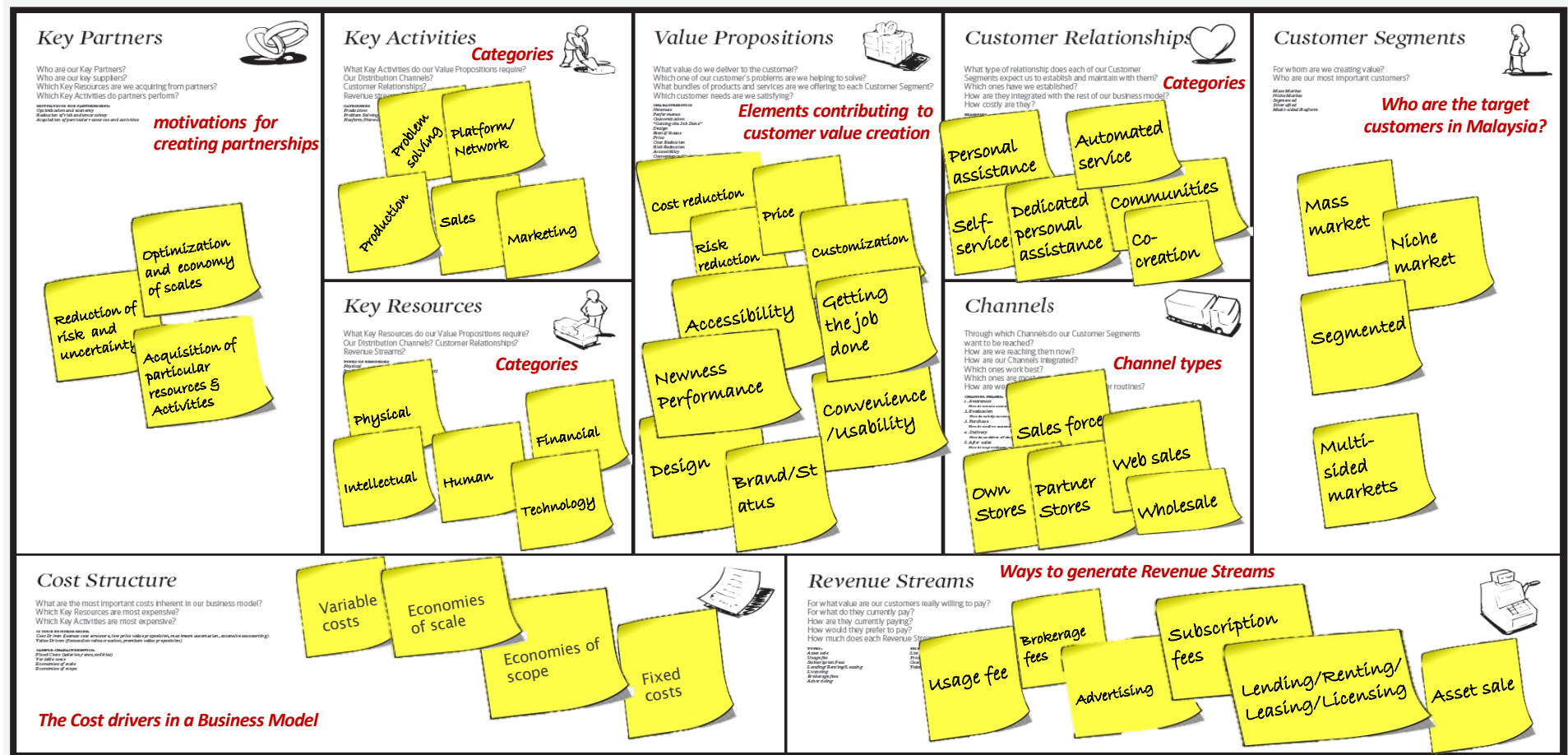
### Market Entry & Expansion

[lalit.jagtiani@jaquityglobal.com](mailto:lalit.jagtiani@jaquityglobal.com) | Singapore | +65 97364799

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# Innovation & Transformation

## The impact areas



# Building your view

## Leveraging the canvas to build your POV

### 1. Customer Segments

#### Who are the target customers in Malaysia?

- Identify the market segments within Malaysia that you will serve (e.g., B2B, B2C, industries, demographics).
- Evaluate any cultural or economic differences that may affect your customer needs compared to the home country.

### 2. Value Propositions

#### What value will your venture provide to the Malaysian market?

- Define the products or services offered and how they meet local needs.
- Consider what makes the offering unique in the Malaysian context—such as price, quality, or innovation.

### 3. Channels

#### How will you reach your Malaysian customers?

- Evaluate distribution channels, including online and offline methods, retail, partnerships, or direct sales.
- Assess any regulatory or logistical challenges in entering and operating within the Malaysian market.

### 4. Customer Relationships

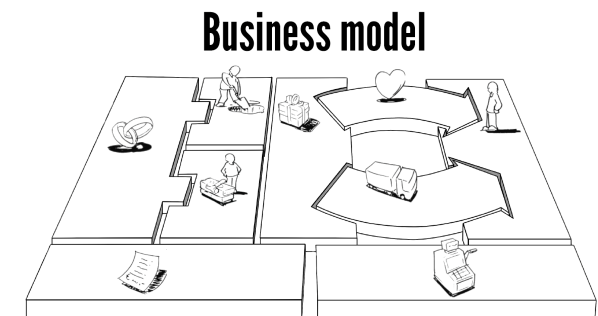
#### What type of relationship does your venture want with its Malaysian customers?

- Determine whether relationships will be personal, automated, or community-based.
- Consider if local partnerships, customer support, or loyalty programs are needed to foster strong relationships.

### 5. Revenue Streams

#### How will your venture generate revenue in Malaysia?

- Identify pricing strategies and potential revenue models (e.g., sales, subscriptions, commissions).
- Consider exchange rates, pricing strategies for local competition, and the purchasing power of the local market.



The rationale of how an organization creates, delivers and captures value

# Building your view

## Leveraging the canvas to build your POV

### 6. Key Resources

**What resources will you need to expand into Malaysia?**

- Identify critical assets like technology, staff, intellectual property, or physical locations.
- Factor in local talent, logistics, infrastructure, and any legal or compliance requirements for setting up operations.

### 7. Key Activities

**What core activities will you need to undertake in Malaysia?**

- Define the essential operations needed to enter the Malaysian market, such as marketing, sales, production or customer service.
- Evaluate which activities need to be localized for the Malaysian context (e.g., marketing campaigns, supply chain management).

### 8. Key Partnerships

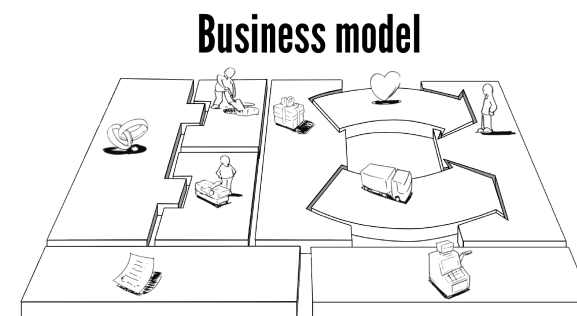
**Who are your key partners in Malaysia?**

- Identify local suppliers, distributors, joint ventures, or government bodies that can support your operations.
- Assess whether forming alliances with local businesses or institutions can reduce barriers to entry or accelerate growth.

### 9. Cost Structure

**What are the major costs involved in expanding into Malaysia?**

- Break down the costs of setting up and operating in Malaysia, including labour, raw materials, marketing, regulatory compliance, and office setup.
- Compare costs to the revenue potential and ensure you maintain your profitability or scalability in the Malaysian market.



The rationale of how an organization creates, delivers and captures value

# Group Activity

Crystalizing your understanding

## Activity

1. Form two groups
2. One person from each group volunteers to showcase his/her venture
3. Taking the inputs that you have learnt today build out your expansion plan using the canvas
4. Playback your output

## Process

- |  |                   |
|--|-------------------|
| 1. Select a volunteer & a facilitator (different persons)                    | : 2 min           |
| 2. Facilitator to login to the Mural using the link and share his/her screen | : 1 min           |
| 3. Volunteer to share his venture details                                    | : 5 min           |
| 4. Group to provide their inputs to populate the Business Model Canvas       | :15 min           |
| 5. Playback your output  | : 5 min per group |





# Thank you.

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## Contact information:



**Lalit Jagtiani**

**Jaquity Global Pte. Ltd.**

Singapore | Mob: +65 97364799 | Mail: [lalit.jagtiani@jaquityglobal.com](mailto:lalit.jagtiani@jaquityglobal.com)