

Creating a Business

Tutorial Title: Tutorial 01



Lecturer: Angelito Sciberras

Date: 9 November 2022

**Undergraduate Diploma in
Business Administration**

Today's Session

- Self Assessment 30 minutes
- The Assignment Questions
 - The Group Presentation



Today's Session

- Self Assessment 30 minutes

30:00



Today's Session

- The Assignment Questions
 - The Group Presentation



Presentation Question

Using one of the Practical Approaches to Opportunity Identification, identify an opportunity and plan, design and deliver (all students in group should deliver a section) a presentation about the:

1. Practical Approach Used
2. The Opportunity (it should not be anything like any of those used during the lectures)
3. 9 Blocks of the Business Model Canvas
4. Your conclusion whether the Opportunity might be viable or not



Presentation

- Saturday 19 November 9:00 till 12:00hrs
- 20 hours preparation
- 20 minutes long
- All group members should deliver part
- Questions will be asked



Reflective Notes

- Friday 18 November at 23.59hrs
 - What did I Learn? (100 words)
 - What went well? (100 words)
 - What could I have done better? (100 words)
 - Long-term implications (200 words)



Assignment Questions

Question 1: Identify a product of your choice which has not been used or mentioned during any of the module's sessions. Briefly describe the product and its use and apply a SCAMPER on the product. Your assignment should also include information on SCAMPER and the reasons for which it is used.

Session 02



Assignment Questions

Question 2: Identify a known car manufacturing company, excluding Tesla, of your choice. Perform a SWOT analysis on the company followed by an Opportunities Analysis and suggest new strategy for the company based on your findings. Your assignment should also include information on SWOT and Opportunities approach and the reasons for which they are used.

Session 04



Assignment Questions

Question 3: The famous Indian brand, Allen Solly, is looking into the possibility of opening a store in Malta. Conduct a PESTEL analysis and follow up by compiling a list of Opportunities and Threats and draw your conclusions from the analysis. Your assignment should also include information on PESTEL analysis and the reasons for which it is used.

Session 05





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Presentation Question

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Practical Approaches to Opportunity Identification



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Problem

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Updated: Explosion of gas cylinder causes damage, leads to evacuation in Attard

Cylinder Gas Explosion Triggers Massive Fire on The Road

Gas explosion in St Paul's Bay

maltatoday HOME NEWS BUSINESS SPORTS ARTS COMMENT VIDEO ARCHIVES *Gourmet*

National Europe World Court & Police Interview Data & Survey The Skinny Xtra Budget 2020

News / Court & Police

No one injured in Zebbug gas cylinder explosion

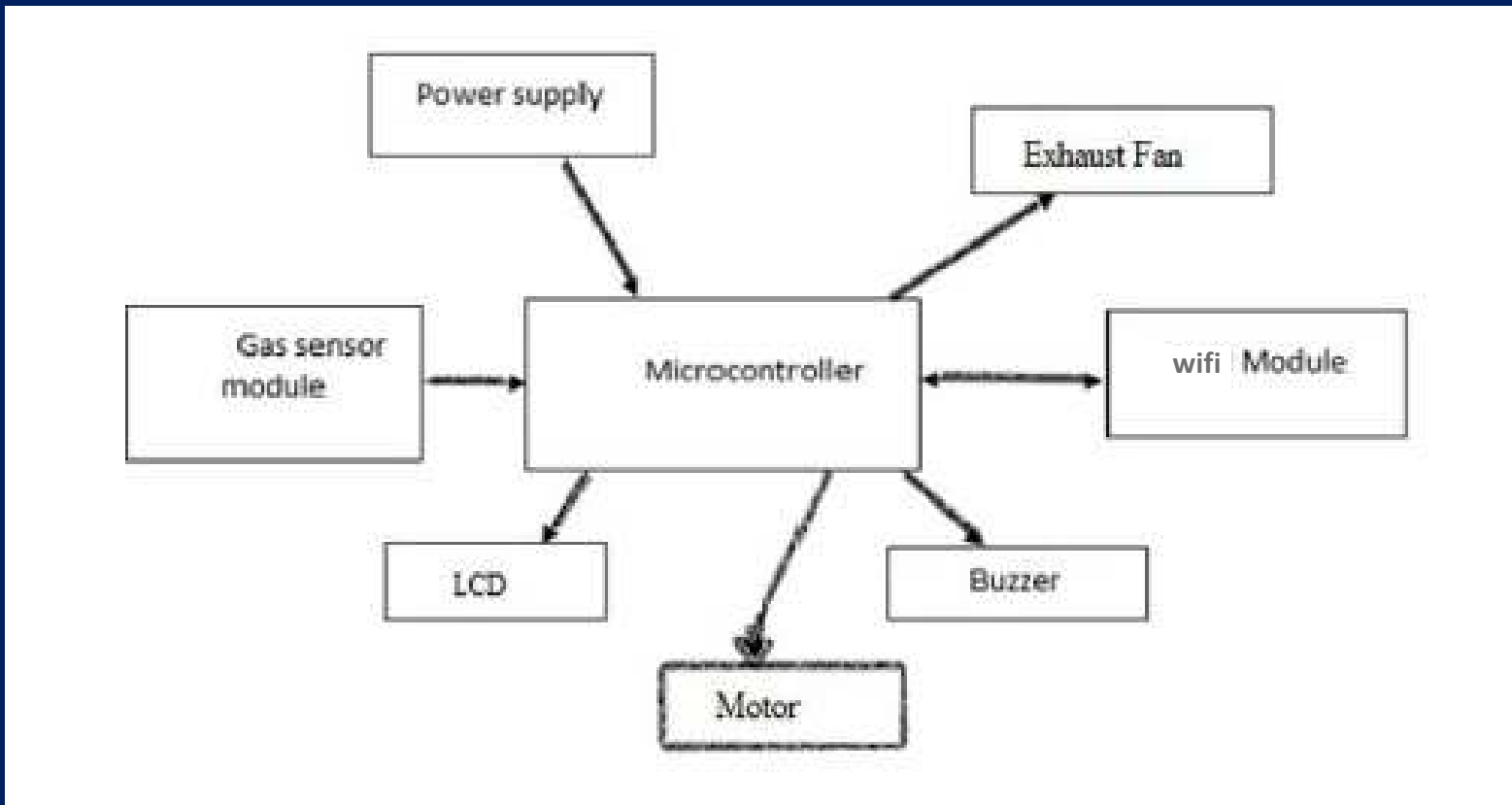
The incident happened in Triq iz-Zebbuga l-Bajda at around 2:15 pm



NEWS

gas cylinder

Solution



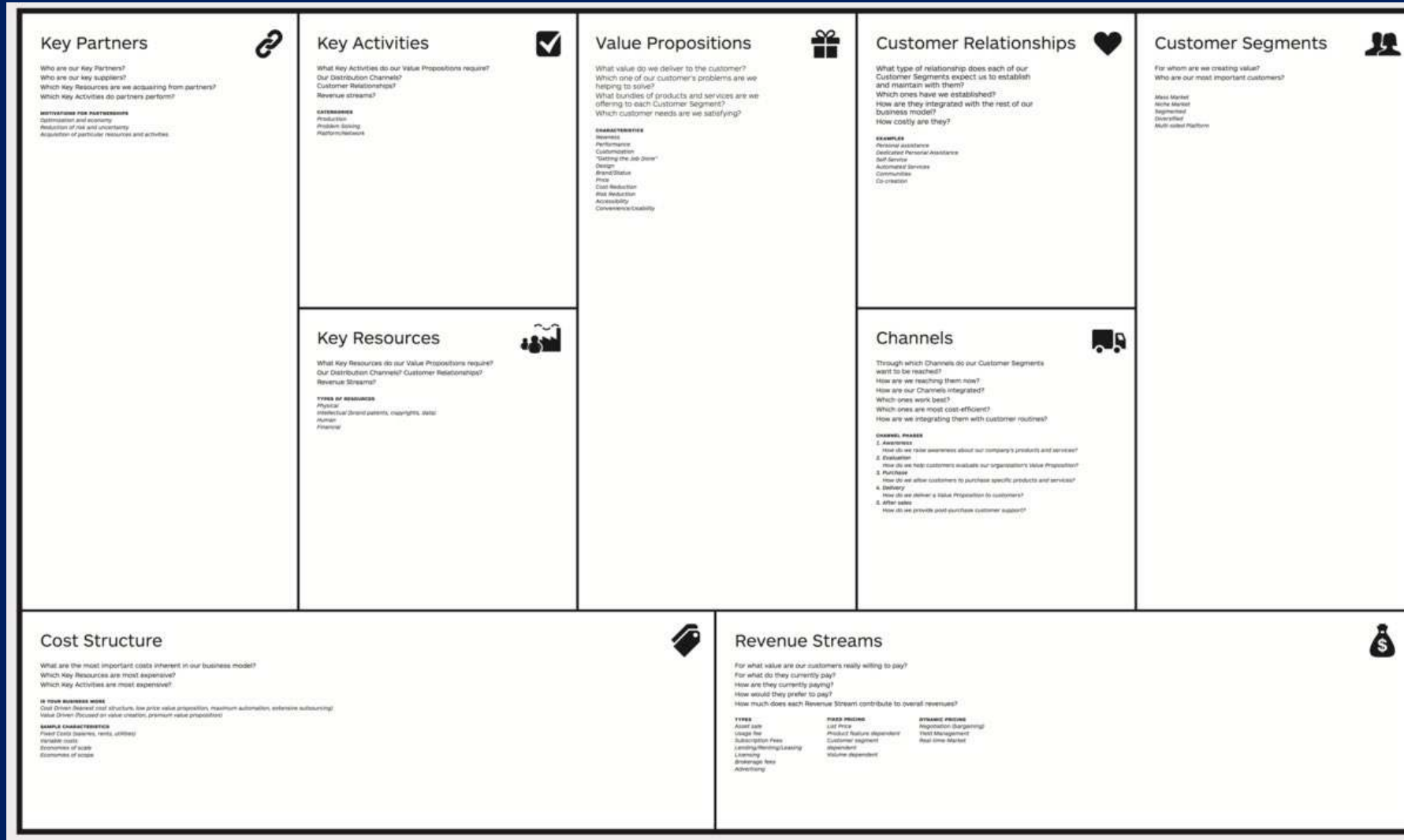
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Business Model Canvass



THE BUSINESS MODEL CANVAS

Value Propositions

- **Innovation:**
Unlike any other existing product on the Market
- **Convenience:**
Notifications – no physical checking required
Standard Battery
Works with any smart device
Multiple devices in different households



- **Safety:**
Avoidance of accidents
Investment in safety - Peace of Mind
- **Customisation:**
Choice of functionality
Different alert options
- **Added Features:**
WIFI extender option
- **Pricing:**
Different pricing tiers



THE BUSINESS MODEL CANVAS

Customer Segments

1

End clients

- Residents in Maltese homes
- Establishment/
restaurant owners

2

Direct Clients

- Ironmongeries
- White goods shops
- Gas distributors
- Supermarkets
- The Government
(endorsement by the Civil
Protection Department)



THE BUSINESS MODEL CANVAS

Customer Relationships

1

Retailers

- Stock replenishment
- Special Offers to encourage promotion of products

2

End Clients

- **Direct communication:**
 - Application
 - Website
- **Acquiring clients:**
 - Advertising
- **Keeping Clients:**
 - Updates
 - Excellent Aftersales Service
- **Growing Client Base:**
 - Testimonials
 - New product advertisement



THE BUSINESS MODEL CANVAS

Channels

1

Partner Channels

- Retailers
- The Government
- Gas distributors (advert on gas cylinders)

2

Own Channels

- Our Salesforce (that will accomplish the acquisition of the Partner Channels)
- Digital Media:
 - Website
 - Social Media
 - Google Adverts
 - Advertorials
 - The Application



THE BUSINESS MODEL CANVAS

Key Activities

- Design of Smart Metre
- Design and development of application
- Manufacturing
- Packaging & Instructions
- Marketing
- Problem Solving
 - Training
 - Studying Metrics
 - Improvements
- Website development and Updating
- Updates to Application



THE BUSINESS MODEL CANVAS

Key Resources

- **Product Patent – Intellectual Property Rights**
- **Human Resources**
- **Credit Lines**
- **Physical Resources**
 - Store
 - Vehicle

- **Financial Resources**
 - Design investment
 - Prototype Creation
 - Manufacturing
 - Transport to Malta



THE BUSINESS MODEL CANVAS

Key Partnerships

- **The Design Company**
- **Application Development Company**
- **Production Company**
- **Packaging Company**
- **International Transport Companies**
- **Local Gas Distributes**
 - Liquigas
 - Multigas



THE BUSINESS MODEL CANVAS

Cost Structure

- Patenting
- Production
- Packaging
- Transport to Malta
- Application Design & Development
- Research & Development
- Storage
- Vehicle costs
- Salaries
- Warranty costs
- Marketing costs
- Interest on Loans
- Website costs



THE BUSINESS MODEL CANVAS

Revenue Streams

- One time fee according to list price of chosen model
- Multiple units if customer is satisfied (different devices)
- Future potential of
 - In-app purchases
 - Advertising through app



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