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IT ENTREPRENEURSHIP (UHAK1032)

Activity 03 Business Model - Exercise UHAK1032

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SoC

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Exercise – What Business & Revenue Model?



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Exercise: Identifying BM

- In a group of 5, choose a company listed
- Identify a product/ services to narrow down your research
- Study their business model by identifying all the nine BM components
- Put all the details in the BM canvas template
- Draw the business model in a mahjong paper
- Present it!



No	Company	Group	Marks (5%)
1	Petronas	Fandator	4
2	Fireflyz	Hybrid	5
3	McDonalds	Century	5
4	FedEx		4
5	Starbucks	Livart	3.5
6	Netflix	Oezyl	3.5
7	Canon		6
8	Toys R Us	Laypark	3.5
9	BMW	Whoa	2.5
10	Lim Kok Wing		