

# A Picture is Worth a Thousand Words



**PORTRAIT\_DRAW**



**EPORTRAIT\_DRAW**

**BT22003 Entrepreneurship**

# The Pains

- Dissatisfaction
- Lack of Customized items in the market
- Lack of skills or producing a digital art of picture

vs

# The Gains

- Fulfill all their desires

Brainstorming



Internet Research

Observation



## Product or Service Feasibility Analysis

- What their first impression of the product was?
- what they like most about digital faceless arts if compare with traditional arts?



## Target Market Feasibility Analysis

- West Malaysia and East Malaysia
- International Market (China)



## Organizational Feasibility Analysis

- Organizational Competence  
Management Department/Financial Department/Sales and Marketing Department/Operation Department



## Financial Feasibility Analysis

- Employee wages
- Start-up Capital

# Competitor Analysis

- Cheapest
- International Market
- Short Duration

	COMPETITORS		
	Eportrait_draw	Paint_lisalin	Jayc.illust
Price	Single charge: RM 18 (Add one person+RM5)	Single charge: 150 TWD (Add one person+50TWD)	Single charge: RM 80 (Add one person +RM15)
Channel	<b>Social media platform:</b> 1) Instagram 2) Facebook 3) Tik Tok	<b>Social media platform:</b> 1) Instagram	<b>Social media platform:</b> 1) Instagram 2) YouTube
Time	Within a week	7-10 days	1-2 days

## How to Conduct a SWOT Analysis for Your Small Business

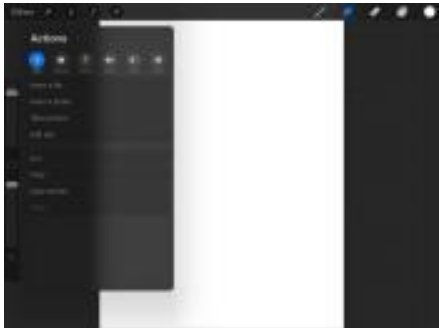


**EPORTRAIT\_DRAW**



# Business Model Canvas

## Key Partners



## Key Activities

- Business Idea
- Market Research
- Business Fundamental
- Marketing
- Customers Purchase
- After-Sales Service

## Key Resources

- Professional employees
- Purchase in using the drawing's application
- Apply knowledge and techniques well
- Suitable tools to produce a nice digital art picture

## Value Proposition

- Affordable price
- Our pricing is considered low among peers.
- Convenient
- Our business is conducted online.
- Customization
- Digital portrait could be customized based on the comments and requirements of customers.

## Customer Relationships

- Ask for feedback from customer to help us improve our business.

## Channels



- Digital social media in delivered information and build a professional relationship with customers

## Customer Segments

- Girls
- 18-24 age
- Great financial customers
- Value lifestyle

## Cost Structure

- Cost-Driven business model
- The most important cost -> employee's salaries
- The most expensive key resource -> human resource
- The most expensive key activity -> advertising

## Revenue Streams

- One-time payment
- Our profit is 50%. However, the remaining 50% is for painters





Last but not  
least