



# **SNS COLLEGE OF ENGINEERING**

**Kurumbapalayam (Po), Coimbatore - 641 107**

**An Autonomous Institution**

**Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**



## **DEPARTMENT OF MANAGEMENT STUDIES**

**COURSE NAME : 19BA205 - ENTREPRENEURSHIP DEVELOPMENT**

**I YEAR /II SEMESTER**

**Unit II – PLANNING THE BUSINESS MODEL CANVAS**

**Topic 1,2 & 3: ED –Need and Objectives of Business Model Canvas**



# Need and Objectives of BMC





# Value Proposition

- Service – Online training
- About Garment Merchandising
- Learn while working
- Help you to get better understanding about Garment Merchandising, Costing and Export documentation, etc.,
- This course will Help you to get career growth, promotion and to start new business in garments.



# Customer Segments



- Age between 18 – 35
- Textile & Fashion students and professionals are over the world( No geographic limitation because of online plat form)



# Customer Relationships



- Through What's app group –Latest updates in the textile industry, Job postings ,etc.,
- telephonic interaction regarding feedbacks, expectation from the course.



# Channels



- You tube channel
- Face book page both are free channels
- Old students reference
- Online training through zoom or Google meet



# Key Activities



- Posting videos in you tube, Face book page
- Conducting Training,
- Preparing for classes
- Contacting recruiters for placement
- Engaging students through whats app, online training.



# Key Resources



- Online tools like Zoom, what's app, etc.,
- Materials
- Internet and mobile/laptop





# Key Partners



Others faculty members



# Cost Structures



Rs . 10000/ 3 months



**RECAP**

**QUESTIONS???**

**THANK YOU**