

2022

SSM Webinar



**BUSINESS MODEL CANVAS.
FROM IDEAS TO SUCCESSFUL BUSINESS VENTURES**

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COURSE INTRODUCTION

Are you trying to start a business? Are you constantly thinking about how to create value and build new businesses or how to improve or transform your organisation? Are you trying to find innovative ways of doing business to replace old, outdated ones?

If you have answered "yes" to any of these questions, this course is for you.

This course focuses on Business Model Canvas (BMC), a one-page tool that helps founders, entrepreneurs, and business leaders understand, design, rework and implement business models.

In a nutshell, a business model describes the rationale of how an organisation creates, delivers and captures value. The BMC helps create a shared language for describing, visualising, assessing and changing business models. You will learn how to put the Canvas to work in very different areas of your organisation, whether big or small, new or existing ones.

Presently, most business owners/entrepreneurs apply the BMC for:

- New Product/service development with an existing business model.
- Development of an entirely new business.
- Strategic reorientation.
- Renovate old business model.

Come join us! Empower yourself with BMC. The tool now being used by 5 million+ business practitioners around the globe and bring your business/organisation to the next level.

COURSE OBJECTIVES

- Determine at which business stage they are at, the challenges and what they need to focus on to reach the next level.
- Fill each building block in BMC.
- Explain the relationship between each building block in the BMC.
- Apply BMC elements as a business strategy tool.
- Design and explain the use of BMC to their team members and other participants.
- Explain the differences between B2B and B2C models.
- Design strategies or tactics in the face of the worst-case scenarios.

COURSE CONTENTS

- Business life cycle.
- 14 ways to apply the Canvas.
- Clarifying your customer segment.
- Identifying and choosing appropriate value proposition.
- Choosing the right channel and customer relations.
- Revenue stream.
- Key resources, key activities, key partners & cost structure.
- BMC 1.0, 2.0, 3.0 (case studies: Nasi Lemak Saleha).
- Mapping your existing BMC.
- Mapping your future BMC.

LEARNING OUTCOME

By attending this programme, participant will be able to:

- Identify your business stage/status and identify priorities to go to the next level.
- Identify 14 ways to apply the Canvas.
- Describe the avatar of your business customers.
- Explain "why customers should buy from them?".
- Explain marketing and sales processes in your business.
- List the best income streams for your business.
- Formulate effective strategies and tactics.
- Identify resources, activities, outsiders and the cost structure involved in the industry.
- Build your existing model of business.
- Improve your current business model.

WHO SHOULD ATTEND?

- Budding entrepreneurs who would like to clarify your business idea and launch a successful venture.
- Existing business owners looking to innovate current business model to stay relevant.
- Business/corporate executives who would like to be entrepreneurial by equipping yourself with an innovation tool to help your organisation innovate and stay ahead of the game.

TRAINING METHODOLOGY

- Lecture.
- Group discussion.
- Simulation.

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ABOUT THE TRAINER

Safura Atan is currently Managing Partner with StratNaViGO Consulting PLT, Certified Coach and ICF Member. She has over 20 years of experience within the entrepreneurial development and entrepreneurship industry. As a Certified Professional Trainer and Facilitator, she has accumulated vast exposure and developed expertise in entrepreneurship training programmes over those years. She has completed her Certificate of Coaching and Mentoring Professional and a member of the International Coaching Federation (ICF). Currently, she is the only Certified FORTH Innovation Methodology Facilitator based in Malaysia and is one out of two in Southeast Asia. With an Accounting degree from UKM and MBA specializing in Entrepreneurship from UiTM, Safura has essentially combined exposure in both worlds; entrepreneurship and development of business, from a venture capital perspective to being a team member of a startup company. Hence, she understands and embraces every challenge faced by our SMEs in many aspects of the business. She is also a Certified GrowthWheel Business Advisor.

Zusuff Kan Zainal Kan, CPIF is a Certified GrowthWheel Business Advisor and Business Advisor at Startlah Innovation PLT. He has experienced the corporate world with the likes of NAZA Kia Academy, Petronas, RAM Ratings Services Berhad and KFH Research Limited. Later, he ventured into business as a co-founder of a group of companies venturing the education, trading and business consulting. He is a Business Counsellor with Institut Keusahawanan Negara, mentor with Malaysian Global Innovation and Creativity Centre (MaGIC) and have delivered entrepreneurial related training and seminars in Malaysia, Brunei and Singapore. He is Malaysia's first Certified Fascinate Advisor and a Professional Member of the Chartered Institute in Islamic Finance Professionals (CIIF). He co-authored 2 books on entrepreneurship (Startup 10 Ringgit: Startlah Menggunakan BMC) and leadership (Rocketeer: Leading from the Middle).

ADMINISTRATIVE DETAILS

Date	Platform	Time	SSM CPE Points
17 August 2022	Virtual platform	9.00 am – 5.00 pm	8 points
Training Methodology	Fee		
As stated above	RM500.00 – Standard RM400.00 – Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Assoc. & Advocates Assoc. of Sarawak.		

HOW TO REGISTER?

1

Strictly via online registration at
<https://e-comtrac.ssm.com.my>

2

NEW USER (First Time Login)

- Click on SIGN UP
- Key in REGISTRATION INFORMATION
- Click on REGISTER
- Key in USERNAME and PASSWORD

EXISTING USER of SSM EzBiz

- Key in USERNAME and PASSWORD
- Click on SIGN IN

3

- Select event code: XXX/22/CEP/WEB
- Check on Available Seat
- Click on Add Participant
- Key in participant's information
- Click on Submit
- Check participant's details
- Click on Submit Payment

*Note: Please submit your application within 15 minutes. Otherwise the system will automatically cancel your transaction and you will lose your seat(s). Please re-apply if you wish to proceed.
Full payment shall be made at the point of registration.*

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for Registration of Training Programmes under COMTRAC

All registrations MUST be applied through e-COMTRAC. Upon submitting the registration application, you are deemed to have read and accepted the terms and conditions.

A participant is allowed to attend ONE programme per day to be eligible for certificate of attendance. Request for refund will not be entertained if you have registered for more than one programme per day.

No walk-in is accepted and no admission to the training programme without the confirmation slip for classroom training.

Webinar Access Link

A notification e-mail with the webinar access link will be sent at least 1 day before the commencement of the webinar. The access link is unique for registered participants and should not be forwarded or shared with others.

Certificate of Attendance

Participant will be issued a Certificate of Attendance upon full attendance of the programme and payment is received. SSM will charge an administrative fee of RM30.00 per copy for any replacement of certificate due to errors in name or identification card number wrongly filled by participant / representative during registration or loss of certificate, etc.

Cancellation / Absent

No refund application is entertained if participant decides to cancel his registration or fails to attend a programme. Replacement of registered participant is not allowed.

Transfer

Transfer of registration fee to another programme is not allowed.

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