

New Business Model for Orphanage

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Abstract: One of the most poor people categories is orphans. They are the most suffering people in the world. They neither have strong family background nor shelter home. As human, they need basic needs to survive in this world. Orphans are lack of basic needs which is very important for them to grow up properly. A business model canvas BMC best describe how they can get all the facilities by help of local society, different organizations and government. In this BMC, it will show how orphans will get basic needs that will help them to grow up entirely. It will also open our minds and hearts to the extreme suffering orphans endure every day and will encourage us to provide privileges, relief and education to them. If they get proper facilities and grow up with proper education they can be valuable asset for a country. Otherwise, they can be burden for a country.

Keywords: Orphans, Business Model Canvas, NGO/Govt., Basic needs, Entrepreneur.

I. INTRODUCTION

Orphans are the children whose parents are dead. The best place for children is to grow up with their family but they do not have this opportunity anymore. There are many orphans need to grow up well. In spite of planned development, the issue of orphans is not properly addressed. This orphanage project aims to provide basic needs like food, clothes, shelter, education and medical assistance for orphans in Malaysia. This orphanage will have Care Takers, Teachers and other staffs. Doctors will be conducting health check-up & providing medicines. Every child will have the opportunity for indoor and out-door recreational activities. The project proposed in this scheme is meant for additional and sufficient support to run the orphanage. So, Relief from suffering for those orphans in most distress and hardship, that they may have the opportunity to develop and live fulfilling and worthwhile lives.

II. PROJECT BACKGROUND

This project is focusing on the business plan for orphanage called OO (orphans orphanage). OO will care, support and educates those orphans who are suffering from the worst hardship and distress of life. OO will support orphans in terms of social, personal or economic circumstances. It is meaning that, we will develop opportunity for our orphans to be cared in all field of life. This will be achieved through provision of educational, residential, vocational, personal and counselling development facilities at a grassroots level which is the mission of OO. OO will help orphans to relieve suffering. There are policies that will be taken regardless of religion, nationality, race, class, age or circumstances. We consider all orphans as human and will be respected in all terms of life like what they believe, what they worship and their ideas. Our services are absolute integrity and intention of selfless compassionate.

III. PROBLEM STATEMENT

In the recent years, there are many orphans those are really needed to be cared and supported. The main problems of orphans are not having proper place to live, threating of their illnesses, financial problems, lack of food and many other problems. Orphanage problem is an international problem seeking social groups' attention for a remedial measure to make every child born to have a decent living in this world. In this era of 21st century having plenty of opportunities to a child born, it is a pity to know that orphans are often gets limited education and opportunities to grow as a responsible citizen.

Merely getting charity is not enough and no one can be entirely fine when they are not loved as a child. Taking care of orphans is not mandatory for other people. So, here we should find other ways that orphans should not be worried about their life and should be supported continually.

IV. PROJECT OBJECTIVE

The main objective of this project is to propose the ideas of OO and help orphans to live happily and comfortably like other children.

The main objectives are:

- To provide orphanage that orphans never experienced and help them to become useful members of the society.
- To provide basic education to orphan.
- To make a secure place available where orphan can play and enjoy their childhood period.
- To encourage orphan to kindle their potential by providing creative opportunities.
- To provide basic literacy and facilities for those who wish to study further.
- To provide such welfare services like free lodging, boarding, health and recreation.
- To accomplishing physical, intellectual and aesthetic development of the child.
- To select and prepare for a vocation in order to live on their own legs.
- And finally to provide what they all really need.

V. LITERATURE REVIEW

Most orphanages are often ill-resourced to provide children the kind of love, attention and security that they could be offered by families. Orphans and children who spend large parts of their childhood in orphanage often grow up with low self-esteem resulting in behavioural problem, delinquency and poor academic performance. Many leave orphanage at the age of 18 without family support system which is difficult for them to make a good start in life. There are a lot of organization provide charity for poor people specially orphans. Nowadays, one of the popular orphanages is Orphan CARE which is seeking to reduce the number of children in orphanage. Therefore, our business model for orphanage aims to help to change society's mind-set towards orphans, recognizing these children should not be left permanently in orphanage, which should really only be 'transit point' before they are placed with families who can bring them up in a proper family structure.

VI. BUSINESS MODEL CANVAS:

A) *Key partners:*

1- Organization charity in Malaysia

It is necessary to do collaboration with other organizations to help us for our achievement.

2- Universities in Malaysia

One of the big parts to make our business successful is universities in Malaysia. There are many student will help us in that charity business.

3- Government

The system need to have more affiliates such as ministries in Malaysia and business men (rich people).

B) *Key Activities:*

Every business model carries out several key activities as a part of the missions. Key activities should run effectively and efficiently so that the organization can last for several period of time without having major problems and conflicts. Orphan Orphanage has many activities such as

- Primary health.
- Teaching facilities for basic education.
- Emotional acceptance of the child.
- Home industry projects.
- Small farm.
- Library.
- Sport facilities.

C) Key Resources:

The key resources for Orphan Orphanage (OO) are students, social media, business men and government of Malaysia. Students will be responsible to work and support OO. They are very important in order to make sure the survival of OO. Social media is also necessary resources for advertising OO and explaining the purpose of OO. Moreover, government of Malaysia is very important for OO, because our business should have enough support from the government and more collaboration to work successfully. In addition, business men will donate for Orphan Orphanage that will help us to provide more activates for Orphans.

D) Value Proposition:

It is believed that the value proposition offered by this project will attract many people to utilize it and will encourage many out of the country to subscribe it. The numbers of volunteers joining in this program will attract sponsors which will help in sustaining the business long. First value proposition from this business is to provide food for them. Sufficient food is needed for an active and healthy life. It includes the availability of nutritionally adequate and safe food. Second is to educate the orphans. "Education is the backbone of a nation". They need at least basic education to stay well after leaving the orphanage. Clothes and medicine are necessary basic needs that we need every day in our life. However, we will cover all the basic needs that orphans really needed.

E) Customer Relationship:

Customer relationship necessitates all aspects of interaction with orphans and their client. The customer relationship is important to earn loyalty and trust. Providing smart quality of services and performance to the customer is to accumulate the trust and spirit from public to make sure the services and performance run consequently and smoothly. Apart from that, Islamic performance will provides a noble impact to the perceiver because it encourages individuals to urge nearer to the Creator and His messenger.

F) Channel:

The path which will be taken to promote this outreach program is using website. The website will act with partnership and customers. Complete information and method flow to get involve with the orphanage will be provided in the website. Apart from that, customers can also create reservation on the website for Islamic performance like silat service. It aims to ease the process of reservations. Next, the website is also a platform to produce info to community and partnership regarding recent or upcoming events.

G) Customer Segment:

This project will concentrate on the mass market specifically the general public wherever they are the main supplier of the funding. These customers can facilitate to generate financial gain for the orphanage by subscribing the services offered. Besides that, the target customer is especially the Muslims as most of the services area unit supplied with Islamic values. Other religion also can be involved as it's not strict for the Muslims solely. This will attract alternative religion to know more about Islam and at the same time will encourage them to continue the funding.

H) Cost Structure:

The cost incurred throughout this project ought to be declared within the cost structure.

For this project, identifies costs are:

First is the transportation cost. This cost is required once there is a necessity to send the orphans to certain places. If the client agreed to use certain services that needed the orphans to travel to their venues, there is a transportation cost to be concerned of. Next is that the cost for clothes. For sure services like nasyid and marhaban, there is a necessity to shop for regular clothes so that their appearance can be looked nice and uniform. Musical instruments are included because the cost where in some occasion like nasyid, these instruments are required for the performance. Besides that, website development to promote and advertise the activities provided also want cost. Last however not least, the cost for the equipment within the stall like tables, tents, cooking utensils and other necessary things are also included.

VII. CONCLUSION

There are number of needy people in Malaysia those are facing financial problem to survive their lives. Even though government of Malaysia is providing incentive for orphans, government solely is not really able to cover all expenses where the number of orphans is large. Hopefully, our new business model will be able to help those needy people to fulfill their basic needs that are very important for human's life. This project additionally can enable the general public to form charity wherever it's an honest deed admired by ALLAH.

REFERENCES

- [1] <http://www.orphansinneed.org.uk/who-we-are/>
 [2] <http://www.velsoft.com>

APPENDIX - A

The Business Model Canvas

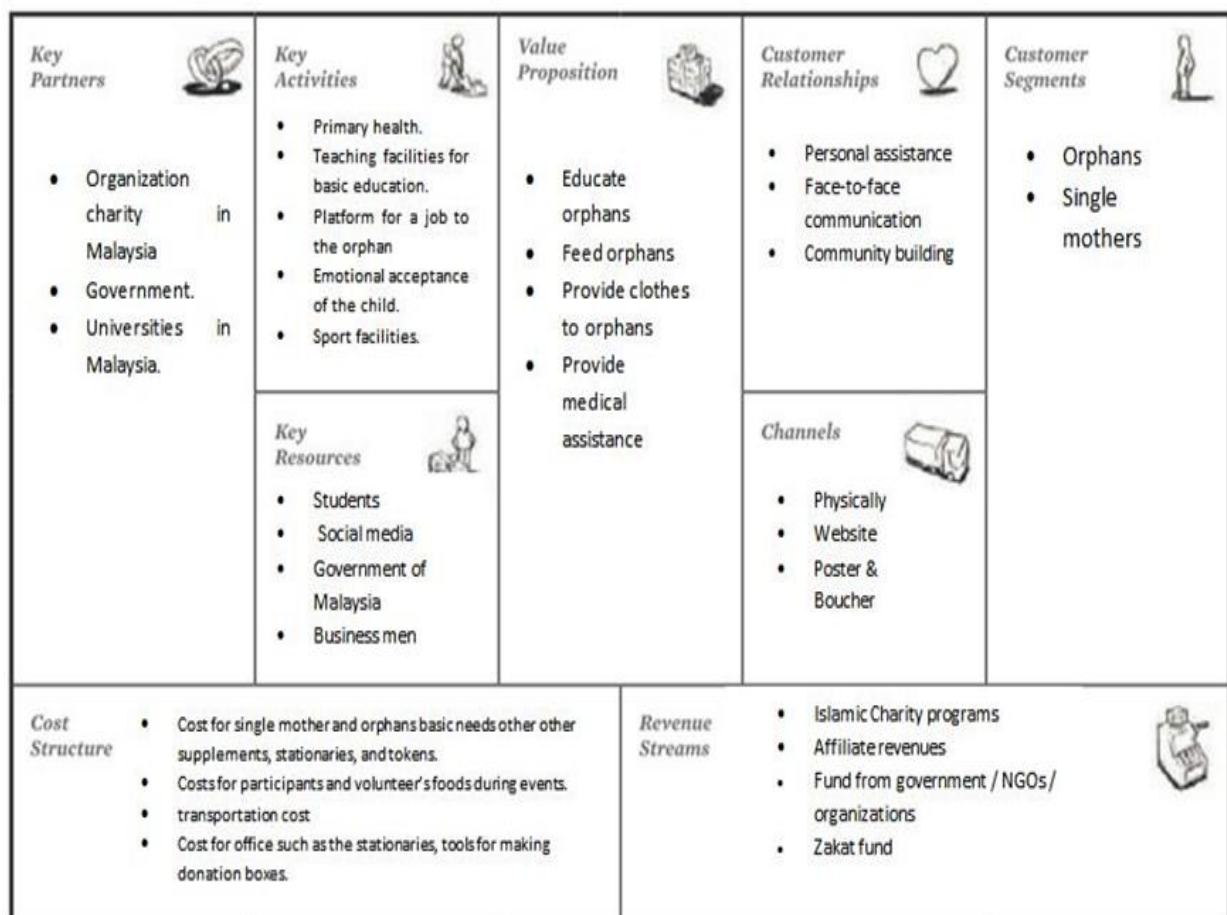


Figure 1: BMC for OO (ORPHANS ORPHANAGE)