

Business Model Canvas.

SWIGGY

7. Key Partners

=> Restaurants and shops.

=> Groceries

=> Delivery providers

8. Key Activities

=> Partnerships with

eat-in and retail shops

=> Hiring delivery providers and suppliers

=> Managing ~~and~~ delivery and payment process

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6. Key Resources

=> local restaurant and shops

=> delivery providers

=> technology

1. Value Proposition

=> fast delivery with no restriction order policy.

=> efficient online payment system.

=> no minimum order requirement

=> different payment methods

=> different payment methods

=> different payment methods

4. Customer Relations

=> 24/7 active customer support

=> customer support chat

=> social media pages.

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3. Channels

=> mobile apps

=> websites

=> digital marketing

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2. Customer Segments

=> people who do not want to go out to restaurants.

=> people who want food delivered to their home.

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9. Cost Structure

=> payroll expenses for its employees and delivery partners

=> costs of application and website development.

=> running costs and maintenance charges

=> Administrative, advertising and marketing costs.

5. Revenue Streams

=> Delivery charges

=> commissions

=> Advertising

=> Affiliate ~~and~~ Income, Swiggy Access/Supers