Customer Segments:

Individuals requiring prescription eyeglasses or sunglasses.

Fashion-conscious consumers looking for trendy eyewear.

B2B customers like optometrists and corporate clients for bulk orders.

Value Proposition:

Wide selection of eyeglasses and sunglasses.

Customized prescription eyewear.

Competitive pricing.

Convenient online shopping experience.

Home try-on service.

Channels:

E-commerce website and mobile app.

Physical retail stores.

Partnership with optometrists.

Social media and digital marketing.

Customer referrals.

Customer Relationships:

Online customer support.

Personalized recommendations.

Loyalty programs.

Feedback collection and improvement.

Revenue Streams:

Sales of eyeglasses and sunglasses.

Prescription lens sales.

Premium and designer eyewear sales.

Lenskart Gold membership fees.

Affiliate partnerships and commissions.

Key Resources:

Online platform and IT infrastructure.

Supply chain and inventory management.

Optometrists for eye checkups.

Brand partnerships.

Customer data and analytics.

Key Activities:

Eyeglass design and manufacturing.

Inventory management and procurement.

Marketing and brand promotion.

Customer support and order fulfillment.

Data analysis for customer insights.

Key Partnerships:

Eyewear manufacturers and suppliers.

Optometrists and eye care professionals.

Fashion brands for collaborations.

Digital marketing agencies.

Logistics and delivery partners.

Cost Structure:

Manufacturing and procurement costs.

Marketing and advertising expenses.

Employee salaries and operational costs.

Technology and website maintenance.

Rental and maintenance of physical stores.