

Stockholder: Delivery company Customer	Key activates: Arranging Delivery Selling hats	Value proposition: Affordable High quality Easy to access to the website	Customer relationship: Self-service	customer segments: Primary group: Middlemen
	Key resources: Supplier(hat)		Channels: Sales agent Servicing centre	
Cost structure Fixed cost Rent Administrative cost Registration and licensing Manufacturing cost Variable cost Materials Distribution cost Promotional cost			Revenue stream: Selling hat Delivery Add (advertisement)	