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| **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) | |