

# The Business Model CANVAS

DESIGNED FOR: *BOCHA FASHION HOUSE*

Designed by: *HAMEEDAT OLAJUMOKE*  
*BOLANLE ADELEYE, CHIDOZIE, OJUMISI*

<div>Key Partners</div> <div><ul style="list-style-type: none"><li>- Vendors</li><li>- Retailers</li><li>- Suppliers</li><li>- Raw materials</li><li>- Working class women</li><li>- Females of all age groups</li></ul></div>	<div>KEY ACTIVITIES</div> <div><ul style="list-style-type: none"><li>- We handle order from customer by keying in data in computer and books</li><li>- We deliver orders to customer’s home</li><li>- We follow up on our social media platforms by replying some comment and survey</li><li>- We are sewing the cloth according to the sizes, demands and selling the cloth. while ensuring quality of the clothes, comfortable fit, weaving and embroidery, bridal wears.</li></ul></div>	<div>VALUE PROPOSITIONS</div> <div><ul style="list-style-type: none"><li>- We provide fast service (finish order same as expected due date)</li><li>- To help customers in giving tailoring service and offering clothes for products.</li><li>- Comfortable price</li><li>- Customization (we help our customers dream designs come to reality)</li><li>- Accessible</li><li>- We offer discount for loyal customer</li><li>- Our product is affordable.</li><li>- We also provide fitting room and delivering service</li></ul></div>	<div>CUSTOMER RELATIONSHIPS</div> <div><ul style="list-style-type: none"><li>- We have chosen Proactive communication, responsiveness to issues, loyalty, consider customer feedback, assure good quality product.</li><li>- Social Media (keep in touch or stay connected)</li><li>- Discount (intention to buy and increase loyal customer)</li></ul></div>	<div>CUSTOMER SEGMENTS</div> <div>We offer cheap price so that our customers can afford to pay</div> <div><ul style="list-style-type: none"><li>- Females from all age group and someone that loves fashion</li><li>- Working class</li><li>- Families</li><li>- Middle class</li><li>- Ready to wear</li><li>- Bridals</li><li>- People who love fast services</li><li>- Modern wearer</li></ul></div>
	<div>KEY RESOURCES</div> <div><ul style="list-style-type: none"><li>- We need workers to perform sewing job, key in order, customer service and delivering.</li><li>- Tools and essential equipment (rules, scissors, threads, chalk, measuring tables)</li><li>- We need capital, energy, sourcing for fabrics.</li><li>- Industrial machines (embroidery, singer-high quality machine)</li><li>- Vehicle for delivery and buy tools</li></ul></div>		<div>CHANNELS</div> <div>The channel that we use is via social media Ads. (Tv, radio, Whatsapp groups, Instagram, Twitter). Banners, pamphlets, word of mouth from loyal customers. We also do deliveries</div>	
<div>COST STRUCTURE:</div> <div><ul style="list-style-type: none"><li>- Cost of the machines</li><li>- Fabric buying cost (importation)</li><li>- Delivery</li><li>- Electricity bills</li><li>- Fuel</li><li>- Workers’ salaries</li><li>- Advertisement</li><li>- Employees</li><li>- Wastage</li><li>- materials to sew the cloth</li><li>- the maintenance cost</li></ul></div>			<div>REVENUE STREAMS:</div> <div><ul style="list-style-type: none"><li>- Our income comes from the sales that we made for tailoring service, rentage of bridal wears and the cloth that we sell</li><li>- Comfortable and affordable clothes</li><li>- Delivery fees</li></ul></div>	

