

# The Business Model CANVAS

Designed for: *KOBBLE DISTRIBUTION  
NIGERIA LTD*

Designed by: *BOLANLE ADELEYE*

<div>KEY PARTNERS</div> <div>DANGOTE CEMENT</div> <div>LAFARGE CEMENT</div> <div>BUA CEMENT</div> <div>OBAJANA CEMENT</div>	<div>KEY ACTIVITIES</div> <div>DISTRIBUTION</div> <div>UNLIMITED SUPPLY</div> <div>AVAILABILITY</div>	<div>VALUE PROPOSITIONS</div> <div>EASY ACCESS TO UNLIMITED SUPPLY OF CEMENT.</div> <div>DISCOUNTED ON SITE DELIVERY.</div>	<div>CUSTOMER RELATIONSHIPS</div> <div>WALK INS</div> <div>WAREHOUSE</div> <div>ONLINE BOOKINGS</div>	<div>CUSTOMER SEGMENTS</div> <div>REAL ESTATE COMPANIES</div> <div>BUILDING CONTRACTORS/DEVELOPERS</div> <div>SITE ENGINEERS</div> <div>SMALL SCALE DISTRIBUTORS</div>
	<div>KEY RESOURCES</div> <div>DELIVERY TRUCKS</div> <div>LOW COST SUPPLY</div> <div>INSURANCE</div>		<div>CHANNELS</div> <div><a href="http://WWW.KOBBLEMARKETERS.COM">WWW.KOBBLEMARKETERS.COM</a></div> <div>WAREHOUSE</div> <div>SALES CENTRE</div> <div>SALESMEN</div>	
<div>COST STRUCTURE: WAREHOUSE RENT, LIFTING EQUIPMENTS, DISTRIBUTION, MARKETING, DELIVERY TRUCKS, MACHINERY.</div>			<div>REVENUE STREAMS: DELIVERY TRUCK RENTALS, PRODUCT DISCOUNT, SALES OF CEMENT, TURNOVER FROM CONTRACTORS.</div>	