The Value Proposition Canvas Value Proposition Customer Segment Small local shop You might Customer's A gift for you Personalized Surprise miss at home' preferences discounts customer Discounts You might Better relationship Sell goods only for you miss at home' with customers Identify customer's **Products & Services** needs **Gain Creators** Gains **Customer Jobs** Order goods Pain Relievers Pains Cute.CRM Marketing Low sales Unknown sales Information Unknown goods track Provides customers' about discounts Unknown life preferences customer time value of Customer's Losses due to customers shopping Too wide Customers' undisposed history offering, high overview items costs Sell now