

The Business Model Canvas

Designed for: Canteen

Designed by: Claus, Lasse, Lukas

On 27/9-16

Iteration:

Key Partners

KP

Aalborg University –
Strategic alliance,
supplies location.

Food Delivery
Company –
Buyer-supplier,
supplies food.



Key Activities

KA

Preparing of food
Receiving food
Sell food



Key Resources

KR

Food
Kitchen
Check-out desk
Human resources



Value Proposition

VP

"Getting the job done"
Convenience
Accessibility



Customer Relationships

CR

Self-service with
possibility for
personal assistance



Channels

CH

Easy accessible
locations.
Awareness: Word
of mouth.



Customer Segments

CS

University staff
and students in a
diversified
marked.



Cost Structure

C\$

Food, rental, salary.
It is value driven and economies of scale.



Revenue Streams

R\$

One-time customers purchase asset

