

The Business Model Canvas

Designed for: **Canteen**

Designed by: **Name(s)**

On: Day Month Year
 Date
 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

Value Proposition



VP

"Getting the job done"
Convenience
Accessibility

Customer Relationships



CR

Self-service with
possibility for
personal assistance

Customer Segments



CS

University staff
and students in a
diversified
marked.

Key Resources



KR

Food
Kitchen
Check-out desk
Human resources

Channels



CH

Easy accessible
locations.
Awareness: Word
of mouth.

Cost Structure

C\$



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

Revenue Streams

R\$



One-time customers purchase asset