

Business Model Canvas — Sheesh

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Key Partnerships

These partnerships can include agreements with suppliers for obtaining the necessary materials for cleaning and repair services, which are important for obtaining the company's value proposition. Additionally, distribution partnerships could be beneficial in ensuring efficient delivery of services to customers.

Key Activities

The company key activities revolve around the design and development of the platform that will be serve as a channel for delivering services to the customers. Another key activity is logistics, ensuring the timely delivery of cleaned or repaired shoes to customers.

Value Propositions

The primary value proposition offered is shoe cleaning and repair services, designed to aid customers' needs for shoe cleaning and repair services. The development of a mobile platform is a key component of this proposition, aiming to provide a hassle-free experience for customers seeking shoe cleaning and repair. Moreover, offering free delivery services is another aspect of the value proposition, further enhancing customer satisfaction.

Customer Relationships

The company will provide services to the customer segments to address their pains in shoe cleaning and shoe repairing. By providing these services, the company seeks to automate and simplify the process of shoe maintenance for customers, thus improving their overall experience.

Customer Segments

The customer segment of the proposition will be the residents of CMU. These will range from students, faculties to general public who want their shoes to be cleaned and repaired.

Key Resources

Sheesh relies on a variety of resources essential for its operations, including delivery resources for facilitating the delivery of services, cleaning, and repair materials necessary for the maintenance of shoes, a deployment environment and software application to sustain and manage the platform, and personnel for the daily management of the company's activities.

Channels

The proponents will develop a mobile platform to deliver the services to the client. A physical store will also be constructed to handle customers who prefer in-person service. Additionally, social media platforms will be used to get more customer engagement and reach wider audience.

Cost Structure

Sheesh will require a physical location for its operations, with an estimated monthly rent of 4,000 PHP, plus an average electric bill of 500 PHP, and an additional 5,000 PHP allocated for cleaning and repair materials. The company plans to employ at least two more staff members at a daily rate of 300 PHP, totaling 600 PHP per month. For the delivery services, Sheesh will invest in a bicycle, costing approximately 8,000 PHP. To make its application accessible online, Sheesh will deploy the app on a Virtual Private Server (VPS), which costs around 8,000 PHP, with an additional 1,000 PHP for a domain name and SSL certificate for a period of two years based on current pricing by Hostinger. The total initial investment amounts to 23,574.99 PHP, with ongoing monthly expenses of 10,574.99 PHP.

Revenue Streams

The primary revenue streams will come from payment of the services being provided by the company to the customer segments. The pricing for these services will start from 50 PHP for shoe cleaning and 100 PHP for shoe repair, aiming to offer competitive rates while maintaining quality and service standards.