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| **Lean Canvas** | | Title: Errands Business  Services | | |  | | Created by: |  | Date: 23rd May 2023 |
|  |  |  | | | | |  | |  | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | |
| Stress of going to groceries stores to purchase groceries after a heptic day at work and in traffic.  Getting hygienenically preserved perishable goods .  Strees of going from one store to another and staying long on the queue to purchase our household items | Helping the customer purchase items and get them delivered at the confort on their home through our App.  Linking the customer with stores that preserves this perishable goods in the best possible manner.  Through our App customers can shop from different store and get their item delivered to them switfly and secured | | Errands business service enables customer to shop from different stores through our platform.  Online resources to its customer (including healthy eating advice, recipes and seasonal events like black Friday sales).  To encoiurage responsible and sustainable farming. | | | | Swift and secure delivery of items purchased on our platform.  Reduces temptation of buying unhealthy items.  User friendly mobile App / website.  Shoppers / Admin can easily track the movement of the delivery personnel from the point the item is given to him to the point at which he delivers the item. | | Customers that are more affluent with interest in eating healthy and well preserved food and do not mind spending extra money to get their goods delivered at their door step.  Working class females and barchelors who get stressed after a hectic day at work and still seat hour in traffic.  Customer with busy schedule who can afford to spend time driving down to the store nor queue up to purchase items. | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | |
| Road side grocery vendor.  Supermarket / Groceries store  Other internet Grocery stores | Online retail channel.  IT and communications infrastructure  Partnerships  Customer services  Swift response the delivery of shoppers order | | Errands for swift and secure shopping and delivery of groceries | | | | Our partnering Supermarket  Our partnering Delivery Company  Twitter  Facebook  Instagram  Billboard  Youtube  SEO and SEM | | Customers who are trying to avoid queue and traffic.  Customers who understands how internet grocery services works | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | |
| Development of our mobile App and website  Taxes  Maintainance of our IT and communications infrastructure  Implementsation of advertising and marketing campaign | | | | Errands Business Services generate majority of its revenue base on the percetage of sales agreed with our partnering store through the order they get from us  Errands Business Services generate its revenue base on the percetage of agreed with our partnering delivery companies | | | | | | |