**Assignment 1:** Business Model Canvas

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* **Customer Segments**:
* Metro Inc. serves a diverse range of customer segments, which include: Individual consumers, Families, Small businesses
* The customer base is primarily located in Canada's Quebec and Ontario regions.
* Metro Inc. caters to customers who prioritize convenience and quality in their shopping experience.
* To improve understanding of customer needs, Metro Inc. employs various methods to gather customer information, including:
  + Market research and customer surveys
  + Analysis of customer behaviour and purchasing patterns
  + Monitoring of customer feedback and reviews
* This information enables Metro Inc. to make informed decisions and tailor its offerings and services better to meet the needs and expectations of its customers.
* **Value Proposition**:
* Metro Inc. offers a unique value proposition to its customers:
  + Wide range of high-quality products at competitive prices
  + Convenient shopping options, including online ordering and delivery.
* The company places a strong emphasis on customer relationships:
  + Offers loyalty programs and other initiatives to reward customer loyalty and encourage repeat business.
* Metro Inc. invests in technology and marketing to:
  + Enhance the customer experience.
  + Increase brand recognition.
* This combination of quality products, convenient services, and commitment to customer relationships distinguishes Metro Inc. from its competitors and reinforces its value proposition to customers.
* **Distribution Channels**

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* **Customer Relationship:**

The customer relationship of Metro Inc. can be described as follows:

* Personalized Service: Metro Inc. aims to provide personalized service to its customers by offering customized solutions and tailored recommendations based on their individual needs. This is done through in-store customer service representatives who are trained to assist customers with their shopping needs.
* Loyalty Programs: Metro Inc. has a loyalty program that rewards customers for their purchases. This program is designed to foster customer loyalty and encourage repeat purchases.
* Online Shopping: Metro Inc. offers an online shopping platform that allows customers to place their orders and have their groceries delivered to their homes. This platform provides customers with the convenience of shopping from home and reduces the time they need to spend in-store.
* Customer Feedback: Metro Inc. values customer feedback and regularly gathers customer feedback through surveys and online forums. This information is used to continuously improve the customer experience and tailor offerings to meet customer needs.
* **Revenue Streams**

“Sales for fiscal 2020 totalled $17,997.5 million versus $16,767.5 million for fiscal 2019, an increase of 7.3%. Excluding the impact of the adoption of IFRS 16, sales were up 7.7%. Food same-store sales were up 9.7% (3.6% in 2019). Online food sales have nearly tripled versus last year. Pharmacy same-store sales were up 4.3% (2.4% in 2019), with a 4.8% increase in prescription drugs and a 3.1% increase in front-store sales”.

* **Key Partners**

Metro Inc. is a valued Canadian organization partnered with various organizations. Some of the significant partners are listed as follows:

* dunnhumby partnered with Metro Inc. as their customer data science, loyalty, and software partner across all their grocery chains in a ten-year-long agreement.
* Incomm joined Metro Inc. as their payment solutions partner.
* Metro Inc. partnered with Cornershop and Bringg during the pandemic, two of the biggest grocery service accessible through web and mobile applications.
* Metro Inc. is partnered with many companies for the supply of groceries products. These include Oreo, Cadbury, Crispers, Scotties, Sponge Towels, Cashmere, Silk, Activa, General Mills, Coca-Cola, Vitaminwater, Fairlife, Campbell’s, Springvale Grass Fed Beef, Ritz, Kraft, Kellogg’s, Oasis, Cheez-It, Dr. Oetker, Danone, Astro, Cracker Barrel, Lactania, SunRype, etc., working together to supply the options to the customers from the brands they trust.
* Stingray, a leading business-to-business multi-platform music and in-store media solution provider, also announced their partnership with Metro Inc to provide them with custom music programming.
* **Essential Resources**  
    
  The company's essential resources include:
* Stores: The primary selling and distribution channels for Metro are their network of over 600 stores located in Quebec and Ontario.
* Products: Metro provides a diverse selection of food items, including fresh produce, dairy, meat, bakery products, and ready-to-eat meals, as well as non-food items like health and beauty products and household essentials.
* Supply Chain: Metro has a highly efficient supply chain system that allows them to acquire products from various parts of the world and deliver them promptly to their stores.
* Information Technology: Metro has implemented advanced information technology systems, such as point-of-sale systems, inventory management systems, and logistics management systems, in order to streamline its operations and enhance the customer shopping experience.
* Financial Resources: Metro has access to financial resources such as cash, credit lines, and capital markets, which give them the ability to finance growth opportunities and adapt to changes in the business environment.
* **Essential Activities**

The essential activities of the company include:

* Sourcing and Purchasing: Metro acquires products from both domestic and international suppliers to provide a diverse selection of items in its stores.
* Distribution: Metro has an efficient distribution network that allows it to move products from its suppliers to its stores effectively.
* Marketing and Advertising: To promote its goods and services and draw customers to its stores, Metro participates in marketing and advertising initiatives.
* Financial Management: To maintain long-term growth and stability, Metro manages its financial resources, including its income, outlays, and investments.
* Human Resource Management: To achieve high levels of output and customer service, Metro oversees its staff through hiring, training, and compensation.
* Information Technology: Metro invests in and maintains information technology systems to support its operations, improve the shopping experience for its customers, and increase its competitiveness.
* **Cost Structure**

Metro Inc. has a variety of grounds for its expenses, but here is the sum of the primary sources of payments in the financial year of 2020.

* Cost of sales: $14,415.7 Million
* Wages and Fringe Benefits: $954.9 Million
* Rent and Occupancy Charges: $262.2 Million
* Employee benefits expense: $96.9 Million
* Retail Network restructuring expense: $36 Million
* Other Valuable Expenses: $542.7 Million