**Thrift go Business Model Canvas (BMC)**

<https://app.mural.co/t/agiletorch6065/m/agiletorch6065/1715189464744/e3e2f7bb965dad62d1c676c444490dc8a6161c8e?sender=u96fe52cd0512c06a7e597336>

A business model is an overview of how Thrift go will create, deliver and capture value for the customer.

In the BMC, we are using different color for different customer segment :

* **Blue** for the buyer
* **Yellow** for the seller
* **green** for the advertiser

The area we research to refine our BM

1. How do we make money from feature listing fees for sellers? ( Research jumia, jiji, and Amazon.) ?
2. How do we know the Genuinity of products on the platform?
3. How are we going to give customer support to the customers? Is it through chatbot or hotlines?
4. What profitable niche do we focus on and why?
5. What country should we face aside from Nigeria?