**Business Model Canvas 1**

Usedvictoria.com

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Key Partners

The key partners are all people who are looking to buy used goods and services on the website. The key suppliers are all the people who are trying to sell used goods and services on the internet. The key resources that the website acquire from their partners are all the goods the sellers are willing to sell on the website. The key activities that the partners preform are the selling of goods and the purchase of the goods.

Key Activities

The key activities that the value propositions require are internet connection, online payment method, website and shipping methods. The distribution channels include the internet, the website and ads, however the buyer must contact the supplier through the given contact information to set up the deal and shipping methods. The customer relationship between the used.ca and their customers are limited to online relationships only. The website creates revenue by charging sellers for ads.

Value propositions

The website is designed to help people find used goods and services to purchase at the ease and convenience of using the internet, which brings value to the website from the perspective of the costumers. The problem the website aims to solve is diversity, convenience, speed, allocation and finding used goods. The customers needs being satisfied consists of used cheap goods customers would like to first locate then buy.

Customer Relationships

The customer establishes a strict internet only relationship with the website. However, the sellers build a relationship with the site as they sell more and more items and as their ads are viewed more often. The website also provides multiple forms of aid to find the right good, to help pick the right good, to help get the good, to help buy things and any additional personal service needed when contacted. Most of the transactions are self serviced and occur mostly between the two parties.

Customer Segments

The website creates value for everyone willing to purchase used goods for a cheaper price than a brand-new item or people who are not going to be using the item as often as they would to purchase a new one. Their most important customers are students, low working-class people and middle-class people, because sometimes they do not have enough money to purchase the item new, therefore they purchase a used good instead.

Key Resources

The key resources are all digital. They include the website, and communication methods. The website helps users to find and purchase what they are looking for and the communication method allows the purchaser to obtain their good from the seller once they have organized a deal. Humans are also needed for all the transactions; no order is made through a computer and the items are all exchanged through a shipping agreement or personal contact.

Channels

The company raises awareness to its website through ads and domain name servers, meaning that when people Google search used items, the website is most likely to be one of the first results. The company then raises value in the website by offering low prices on local used goods that no other place can offer. The website then provides the sellers contact information so that the customer can reach the seller and make a deal. Once the deal is made, the customer and the seller must find a way to deliver the goods on their own. After the sale, the website provides a warranty, so that if you did not receive your desired good you can get your money back.

Cost Structure

The fixed costs include the server that the website is on, salaries for the managers of the website and variable costs for the ads on google. The most expensive key resource would be the ads and the cheapest key resource would be the maintenance of the website.

Revenue Streams

The value that the customers are willing to pay is no more than the cost of the good desired at retail price. People normally buy used goods for their price. They currently pay much less than retail price however they do have to pay for shipping if it is needed. They are currently paying through e transfers and personal payments. They prefer to pay with electronic banking due to their speed and ease of use. The website relies on the ads of sellers for revenue and the ads of other companies on their website for revenue.