

Business Model Canvas – Naturia

Naturia – Natural & Safe
Personal Care for Everyone

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Partnering with shipping and distribution companies for smooth product delivery. Collaborating with suppliers of high-quality natural ingredients.	Finding reliable suppliers for raw materials. Product testing to ensure quality and effectiveness. Collecting customer feedback and improving products accordingly.	100% natural products with reduced harmful additives. Completely safe for skin and hair. Some ingredients will be imported to ensure high quality and customer trust.	Sending free samples initially to gain customer trust. Providing educational and awareness content about the benefits of natural products.	Young men and women from all categories. Children above 9 years old, as the products are natural and safe. Anyone looking for natural and safe personal care products.
	Key Resources		Channels	
	Suppliers of natural raw materials. A manufacturing team to produce the products. A marketing team to promote the brand and manage customer interactions.		An official online store. Official pages on social media platforms. Specialized stores across different governorates.	
Cost Structure			Revenue Streams	
Costs of sourcing natural raw materials. Marketing and promotional expenses. Packaging and branding costs to ensure product quality upon delivery.			Subscription-based product sales. Seasonal offers (not monthly). Offering trial-sized packages along with regular-sized ones.	