

# FOOD PANDA BUSINESS MODEL CANVAS

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
Restaurants Brand Ambassadors Payment Gateways Delivery Partners Marketing Agencies Suppliers Technology Providers Packaging Suppliers Customer Support Services Brand Ambassadors Data Analytics Firms	Partnership Management Delivery Operations Technology Development and Maintenance Customer Support Quality Assurance Order Processing Payment Handling	Wide variety of restaurants and cuisines Fast delivery service User-friendly mobile app and website Real-time order tracking Secure payment options Customer support Contactless delivery options Personalized restaurant recommendations	Customer support Social media engagement Promotions and discounts Customer feedback collection In-app customer service chat Order tracking notifications	Food Enthusiasts Busy Professionals Students Families Health-Conscious Individuals Corporate Clients Event Organizers Home Chefs Senior Citizens
KEY RESOURCES		CHANNELS		
			Website Mobile App Social Media Partner Restaurants Customer Support Chat Foodpanda Blog Online Advertisements	
COST STRUCTURE			REVENUE STREAMS	
Logistics and Delivery Costs Partner Restaurant Commissions Marketing and Advertising Platform Maintenance and Development Salaries and Wages Customer Support Technology Infrastructure Payment Processing Fees Office and Administration Expenses			Delivery Fees Commissions from Partner Restaurants Advertising Revenue from Partner Restaurants Subscription Fees from Customers (Pandapro)	