Business model canvas :

Key partners :

1- Suppliers :

- Raw materials suppliers

- shipping companies

2 - Partners :

- Nutritionists

- Coach

Key activities :

1 - Our value proposition :

- It was one to provide the best healthy foods with attention to physical fitness, exercises, and customized systems with different packages for each customer for all age groups.

2- Distribution channels :

- Our store

- Online

- Delivery

3- Revenue streams :

- *In exchange for a service* :

- Health systems packages + Providing ready meals

- Orders for ready meals

- Setting a monthly / quarterly / semi-annual plan is suitable for each client according to his health condition

- Consultations for a healthy diet

Customer relationships :

1- Tone of our voices :

- friendly and cheerful or sometimes FOMO

Customer segmentation :

1- Persona 1 :

- 16 - 30 Age

2- Persona 2:  
- 30 - 60 Age

- Merged with specific persona, especially for overweight and diabetic persons

Key Resources :

1- Suppliers :

- Raw materials suppliers

- shipping companies

2 - Partners :

- Nutritionists

- Coach

3- Place:

- A place or restaurant that serves healthy food

Channels:

1- Social media platforms:

- Facebook / Instagram

- We can be integrated by putting the link of each platform in the other platform and we can post the same content in each platform.

Cost structure:

1- Cost :

- Raw materials

- Salaries

- Marketing campaigns on social media

- Rent for a place

Recommendations :

* Create a website to make it easier for customers to request service
* Creating different packages, such as the Diamond package, which is for premium customers

SWOT Analysis

Strengths :

- *Healthy and Delicious Food:* The restaurant offers healthy food, which aligns with the increasing health awareness in society recently.

Unique Brand: The name "Healthy Heavens" reflects the spirit of the restaurant in providing healthy food, enhancing its uniqueness in the market.

- Growing Health Interest: There is an increasing demand for healthy food due to the public's growing interest in fitness and health.

Diverse Options: The ability to offer various meals that cater to different lifestyles (vegetarian, gluten-free, sugar-free for diabetic patients).

Weaknesses :

- Low Brand Awareness: The restaurant is new in the market.

- Relatively High Price: Healthy food tends to be more expensive than regular food, which might affect attracting some customers.

- High Competition: There are many other restaurants offering healthy food, which increases the competition.

Opportunities:

- Increasing Health Awareness: The growing interest in health and fitness can be leveraged in marketing campaigns.

-Expanding into New Target Segments: Targeting new groups, such as young people interested in sports or individuals with chronic diseases who want to improve their eating habits.

-Collaboration with Health and Fitness Influencers: Partnering with influencers in the health and fitness sectors can help reach a larger target audience.

-Food Delivery Services: Enhancing delivery services could open additional opportunities for increasing sales.

Threats:

- Intense Competition: With the growing demand for healthy food, there are many competitors offering similar services.