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