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|  |  | | *Designed for:* | | | | *Designed by:* | | | | *Date:* | | *Version:* |
| **Value Proposition Canvas** | | | Fleeter/Fleet hub | | |  | Bandar AlMonajed | | |  | 22/04/2020 |  | 1.1 |
|  | | |  | | |  |  | | |  |  |  |  |
| **Product** | | | |  | **Customer** | | | | | | | | |
| **Benefits** | | **Experience** | | **Wants** | | | | **Fears** | | | | |
| Acquiring high supply to meet high demand in another market.  Fully controllable supply in a soaring market.  Fast expansion fulfilment. | | Delivery  Hassle free fleet expansion. On demand and guaranteed. Highly flexible and reliable experience.  Rental and transport  Worry free business opportunity. Guaranteed revenue and staff utilization. Lifeline to the business during a crisis. | | Delivery companies:  Fulfil more orders.  Find nearby driver quickly.  Transport & Rental companies:  Occupy resources. | | | | Missing growth opportunity  Competitor exploiting demand and gaining market share  Inability to secure required permits during lockdown.  Freelance drivers slipping to competitors.  Lack of cash flow due to business downtime. | | | | |
| **Features** | | **Needs** | | | |
| On demand expansion.  Flexible pricing.  Ability to optimize.  High availability drivers.  Customizable cargo capacity. | | Delivery companies:  - More supply.  - On demand fleet expansion.  - More delivery channels.  Transport & Rental companies:  - More demand.  - Reduce downtime.  - Revenue. | | | |
|  | |  | |  |  | | | |  | | | | |
| **Product** | | **Ideal Customer** | |  | **Substitutes** | | | Marketing campaigns to attract drivers.  Government incentives for drivers.  Paying higher fees to retain drivers. | | | | | |
| Fleeter/Fleet hub | | CareemNow, Sary, Aramex. | |  | | |
| Designed by: Peter J. Thomson, based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yves Pigneur and Alex Osterwalder. (<https://www.strategyzer.com/canvas/value-proposition-canvas>). PowerPoint implementation by: Neos Chronos Limited (<https://neoschronos.com>). License: [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/) | | | | | | | | | | | | | |