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| **Key Activities** | | | **Value Propositions** | | | **Customer Relationships** | | | | | | **Customer Segments** | | |
| What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?  CATEGORIES:  Production, Problem Solving, Platform/Network | | | What value do we deliver to the customer? Which one of our customer’s problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?  CHARACTERISTICS: Newness, Performance, Customization, “Getting the Job Done”, Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability | | | | What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? | | | | | For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform | | |
| **Key Resources** | | | **Channels** | | | | |
| What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships Revenue Streams?  TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial | | | Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines? | | | | |
| **Revenue Streams** | | | | | | | | |
| For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?  TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market | | | | | | | | |

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| **Key Partners** | **Key Activities** | | **Value Propositions** | | **Customer Relationships** | | **Customer Segments** |
| Producer’s and Farmer’s.      -Grows Fruits and Vegetables  Warehouse/Cold Storage.  Transporters.  Advertisement Partners: -         -Online and Offline         -Affiliate partners.  Wholesalers.  Agents.  Neighbourhood Stores.  Technology Partners.  Legal Partners.  Payment Processing Merchants. | **Managing Partners**  **Managing Warehouse Inventory**       • Identifying minimum stock level,       • Calculating quantity and lead time          Stocking and storing inventory.  -**Taking reviews from the Users.**  **- Processing Orders**  - **Supply Chain Management**  **-Transportation Management**  **-Designing Promotional Offers & Deals** | | **SMALL FARMERS**     -They would be able to easily sell their fruits/vegetables to the wholesalers, adati's, etc from whom they will earn the maximum profit.      -They would be able to contact the cold storage  , warehouses, transporters which are available within the radius of 5KM.  **Transporters**      -Transporters will get very big opportunities to save their time and resources as they will only be hired by the farmers, wholesalers, adati’s which are near to them (within the radius of 5-6 km).  **AGENTS**  -As we are also trying to  create more and more jobs  opportunities so middle man has great job opportunities  in the form of agents.  **STORES**   -Increase in number of customers.          -Increase in sale.  **Customers**          -Delivery in bad weather.          -Convenient way to shop for Fruits and vegetables. | | | Customer Support Team  SMS  Live Chat  Feedback Forms  Email  Reviews  Blogs  Social Media | **Small Farmers.**   -Those who want to increase their production.  **Customers**    -who find it difficult to go out for shopping in local mandi’s or market.  **Local Agents.**   -Those unemployed people who are in search of the jobs.  **Outlets: --**   -Those who want to increase their sales.  **Transporters**    -Who want to gain additional income by providing temporary or permanent transports.  **Warehouses/Cold Storage.**    -Who want to provide storage facilities for farmers. |
| **Key Resources** | | **Channels** |
| **Human Resource: -**  Marketing Team, Operations Team, Technical Team, Customer Support Team, Delivery Providers,  Logistic Team, Partnership with Local Stores, Logistic Team  **Physical Resource: -**  Storage Facility, Outlet Stores Facility Supplies, Transporting Vehicles.  **Technology Resources: -**  Internet Support, Web Server | | **Marketing Channels: -**       - Website and Mobile        -Application  **Transport Vehicles.**  **Advertisement and Propositions: -**       -Online Advertisement,       -Emails, Newspaper. |
| **Cost Structure** | | | | **Revenue Streams** | | | |
| Cost of Technology Resources.  Advertisement cost.  Cost involved with Website and App Development.  Cost of Physical Resources.  Maintenance Cost.  Human Resource Cost: -  Salaries and Training of Employees.  Legal Expense: - Government Permission and License, Expense of Registering a new business. | | | | Advertisement.  Sponsor.  Website and App Revenue.  On-Page Advertisements.  Membership or Subscription Cost. | | | |
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