









# Business Model Canvas on Pathao Online Shopping

Business Model Canvas		Designed for: Pathao	Designed by: [Md Yeakub Ali]	
 <b>Key Partners</b> 1.Different types of companies, those are interested to do business with us 2.Local but traditional product seller 3. Renowned Supershop's like Shwapno, Meenabazar etc.	 <b>Key Activities</b> Sell all types of goods. Delivering products to home with comparatively lower fees than other online shopping apps. Easy return policy.	 <b>Value Propositions</b> 1. Easiest return policy 2. Lowest delivery charge 3. As a renowned brand , it never sells any duplicate or bad products.	 <b>Customer Relationships</b> 1. SMS(Inform discounts and other new facilities) 2. Provide a menu list with price via delivery man when any one order something he/she will know about other products 3. In app notification	 <b>Customer Segments</b> 1. Nowadays the delivery charge is too much. So we can reduce the delivery charge  2. Return policies are the worst, we can work with it and solve the problem.
	<b>Key Resources</b> 1. Internet, server 2. Developer 3.Maintenance 4. Financial Resource 5.Human Resources		 <b>Channels</b> 1. E-mail/sms 2. Show ads in app 3. Digital marketing 4. Billboards 5. Use newspaper	
 <b>Cost Structure</b> 1. Office rent 2. Utilities bill 3. Marketing and Advertising 4. Salary 5. Technological maintenance cost 6.			 <b>Revenue Streams</b> 1. Selling Products 2.Advertisement 3. Share customer data with other company 4. Listing fee from 3rd party for showing & selling their goods in our platform 5.Value added service	