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**1. CUSTOMER SEGMENTS**

* People looking for convenience:

The first segment of the two main ones that shop at dollarama. Are people who are looking for convience, as Dollarama sells a wide range of products. From cleaning, decor, clothing, landscaping, kitchenware, groceries, hygiene, and more.

* People looking for low prices:

The second main segment that would shop at Dollarama, would be people that are looking for Products that are available in individual or multiple units at low, fixed price points.

**2. VALUE PROPOSITIONS**

* Offer products from $1 to $5 prices
* Wide range of products
* Large number of stores

**3. CHANNELS**

* Physical Stores
* Mobile app
* Website

**4. CUSTOMER RELATIONSHIPS**

Dollarama aims to provide a friendly and intuitive customer relationship with among its major competitors, Dollarama is ranked in 2nd place for NPS while Canadian Tire is 1st, and Walmart is 3rd. With a 83% in customer loyalty.

* Self -service model: the customer can browser the products of their choice.
* Basic customer service: there are a few staff to provide information about the products.
* Self-payment : customers can pay for their products at ATMs.

**5. REVENUE STREAMS**

Dollarama's main revenure stream comes from its selling of a broad assortment of general merchandise. It does this from it's 350 stores accross Canada.

* Product Sales: at stores, mobile app, and website.

**6. KEY RESOURCES**

Dollarama aims to provide customers with a consistent shopping experience and compelling value, offering a broad assortment of general merchandising, consumables and seasonal items.

**7. KEY ACTIVITIES**

Dollarama aims to provide customers with a consistent shopping experience and compelling value, offering a broad assortment of general merchandise, consumables and seasonal items.

* Channels of sales operation
* Purchasing of products
* Products and goods
* Brand and reputation

**8. KEY PARTNERS**

BAINE CAPITAL - By 2004, Dollarama is growing rapidly with nearly 350 stores across six Canadian provinces. Private equity group Bain Capital invests in Dollarama through the purchase of a majority stake to support its continued growth.

* Suppliers
* Advertising Partner
* Property Owner

**9. COST STRUCTURE**

* Product costs
* Operational costs