

Business Model Canvas

Designed for:

Hayai Desire

Designed by:









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0.1

<div>Key Partners</div> <div></div> <div><div>Local Stores</div><div>Financial Partners</div><div>Grocery Stores</div><div>Delivery Suppliers</div></div>	<div>Key Activities</div> <div></div> <div><div>Creating an effective technological infrastructure.</div><div>Building relationship with retail stores.</div><div>Manage customer order and process for delivery.</div><div>Managing the shopper (Delivery partner) workforce</div><div>24/7 customer service</div></div>	<div>Value Propositions</div> <div></div> <div><div>£ Tie-ups with local stores and supermarkets.</div><div>£ Delivery within two hours.</div><div>£ No warehouse.</div><div>£ Delivery in inclement weather.</div></div> <div>Shopper</div> <div><div>£ Flexible working schedule</div><div>£ Additional income</div></div> <div>Stores</div> <div><div>£ Increase in sales</div><div>£ Increase in number of customers.</div></div>	<div>Customer Relationships</div> <div></div> <div><div>Customer service</div><div>Social media</div><div>Customer Support chat</div><div>Rating, Review and Feedback system.</div></div> <div>Channels</div> <div></div> <div><div>Website</div><div>YouTube Channel</div><div>Mobile app for Android</div><div>Mobile app for iOS</div><div>Facebook site ad</div><div>Instagram app marketing</div><div>Digital marketing</div></div>	<div>Customer Segments</div> <div></div> <div><div>Customer</div><div><div>❖ A person who doesn't want to go to local grocery stores.</div><div>❖ One who wants to order groceries online.</div><div>❖ Individuals who want doorstep delivery.</div><div>❖ Customers paying extra for two hour's delivery.</div></div><div>Merchant</div><div><div>❖ Local grocery stores that don't have an on-demand platform.</div><div>❖ Those stores who want to offer their services as an Hayai partner.</div></div><div>Delivery Provider</div><div><div>❖ A delivery person receives tips from customers on delivery.</div><div>❖ Freelance works to earn some extra income.</div></div></div>
	<div>Cost Structure</div> <div></div> <div><div>Technological setup cost</div><div>Salary for permanent employees and freelance deliver providers.</div><div>Promotional cost/ Advertisement.</div><div>Commission based payment to merchant.</div></div>	<div>Revenue Streams</div> <div></div> <div><div>Delivery Fee.</div><div>Promotional Offers</div><div>Mark up price(15%+ more)</div><div>Hayai Express Membership Fee</div><div>Surcharge on the store price.</div><div>Commission for every service.</div></div>		