

Cuties Pet products supplier

www.cuties.com



online Pet Shop



cuties forum



cuties call center

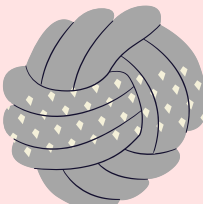


cuties events



cuties foods & equipments

Categories: cat, dog, bird, fish



Buyer Persona

Milena

Occupation: Manager
Company: Deutsche Bank
Income: 60.000€(Gross salary per year)



Profile

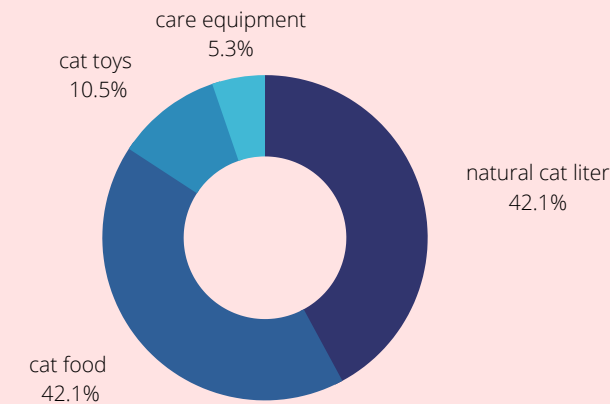
- Age: 30
- Gender: Female
- Location: Germany
- Level: MBA
- Marital status: Married
- Children: one

Personality:

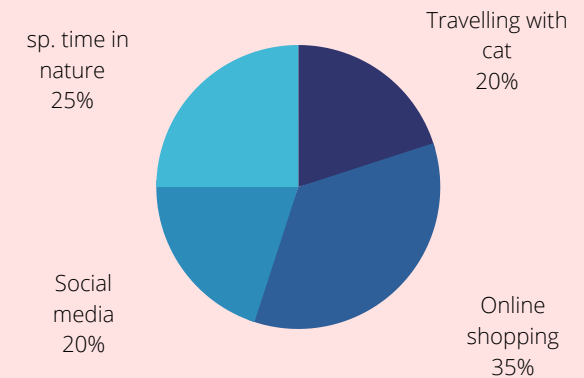
- curious
- likes to do things on her own terms
- individualistic
- independent
- empathetic

lifestyle & hobbies:

- sustainable living
- not smoking/ limiting alcohol
- maintains healthy weight
- regular physical activity
- does not have specific eating habits /organic healthy foods
- Participating conferences, workshops according to their interests and cares personal development



Cat Budget



Leisure Activities



	The Business Model Canvas	
Key Partners	Key activities	Key resources
<ul style="list-style-type: none"> • Inbound logistics: Virbac, Partner Petshops, Proplan, Trixie, Classic Bird, Hunter, Omega one • Marketing & Sales: Paypal, Credit Card, EC • Outbound Logistics: DHL, Hermes • Amazon cloud services (storage space) • Veterinaries , zoos, farmers 	<ul style="list-style-type: none"> • selling products via www.cuties.com • Social Media Accounts (Advertisement) • Colloborating with Amazon and other online petshops, animal protection associations, veterinaries, zoos 	<ul style="list-style-type: none"> • Web developers • Graphics designers • Cloud Architects, machine learning engineers (during delivery process) • Data scientists • Accountant • lawyer • HR • Storage space for the equipment
Value Proposition	Customer Relationship	Customer Segment
<ul style="list-style-type: none"> • we guarantee that our products are quality and healthy products • return policy (after two weeks %100 money guarantee) • ISO standarts • non-toxic (labor tests can be provided upon request) 	<ul style="list-style-type: none"> • building trust by providing the customer all the necessary certificates (like ISO standards, lab tests) • Call center • Online forums • approachable via whatsapp, signal , FB messenger • cuties app (we use AI in the app to make it easier to order for people who have disabilities) • Getting feedback 	<ul style="list-style-type: none"> • Age: 18-60 • online pet products supplier • Gender irrelevant • Average income • Animal lovers; birds, cats , dogs , aquarium products • Animal Protection Associations • Enjoys spending time with animals • All education level • Prefers to order online
Channels	Cost structure	Revenue streams
<ul style="list-style-type: none"> • Social Media • Company website • Radio/TV • Ads (word of mouth) 	<ul style="list-style-type: none"> • Promotional activities, events costs (dog training) • Production and R&D • Rent, cloud storage, equipment costs • Packaging costs 	<ul style="list-style-type: none"> • organising leisure activities in pet friendly hotels • selling pet products; categories: cat, dog, bird, fish, foods and toys, equipments) • selling products for special requests ; writing the pet's name on the collars, souvenirs, accessories)

Customer Journey Milena's journey	Objective	Channel	Content	CTA
Awareness	make Milena to know that cuties exist	social media	content about our products; sorts of cat foods	click on the cat food brands on the web site
Interest/Desire	Milena interested into the cat food brands offered by cuties	own web site	cuties cat food brands, events, collaborating pet-hotels	provide email to receive the certificates
Decision	get her choose the best cat food	E-mail	happy cat owner, healthy cat, excellent results in cat's blood test	web site purchasing the product
Action	Get Milena to buy the product	Website	product page	click buy link
Loyalty	getting feedback about the product	subscribe option via E-mail	sign up for a month subscription includes discount for the members	to be a subscriber, keep customer repeat business

**Thank you
for your
attention &
Stay cutie!**

WWW.CUTIES.COM

