

# Cuties Pet products supplier

[www.cuties.com](http://www.cuties.com)



# online Pet Shop



cuties forum



cuties call center

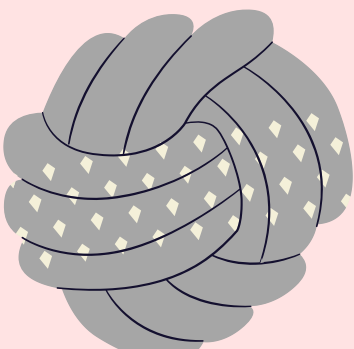


cuties events



cuties foods & equipments

Categories: cat, dog, bird, fish



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



# Buyer Persona

## Milena

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

### Profile

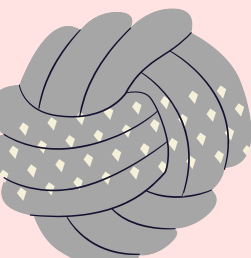
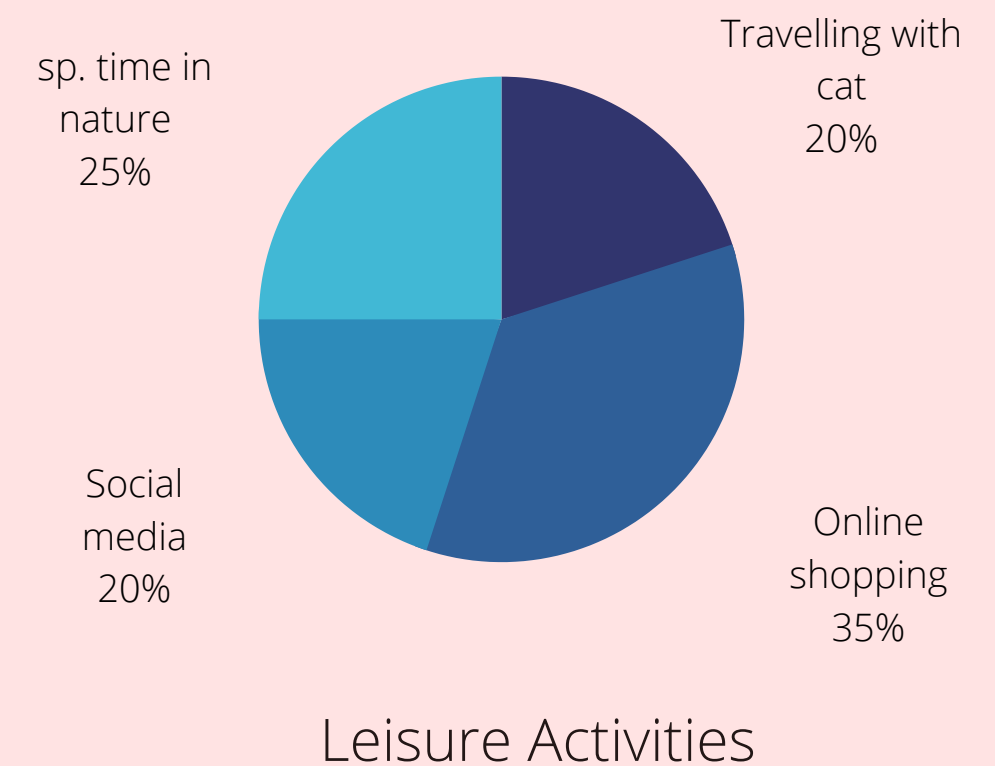
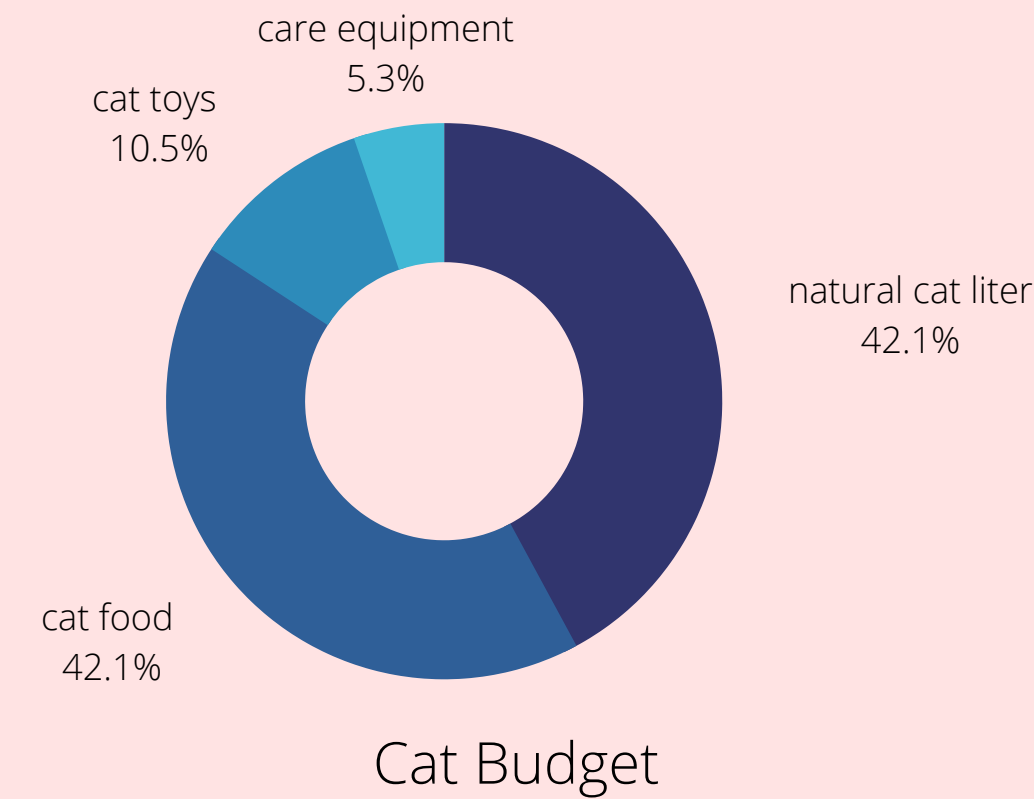
- Age: 30
- Gender: Female
- Location: Germany
- Level: MBA
- Marital status: Married
- Children: one

### 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
- Participates conferences, workshops according to her interests and cares personal development



| Customer Journey<br>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**

