# Business model canvas

# Explanation of the components of business model canvas

**1. Customer Segments**

* **Health-Conscious Individuals:** Our primary target market includes gym-goers and athletes who prioritize their physical fitness and require high-quality protein intake to support muscle building and recovery.
* **Eco-Friendly Consumers:** We cater to environmentally conscious individuals who prefer products that contribute to sustainability, focusing on reducing plastic waste.
* **Busy Professionals:** This segment consists of individuals with hectic schedules who seek convenient, on-the-go nutrition solutions that seamlessly fit into their daily routines.

By identifying these customer segments, we ensure that our product offerings address their specific challenges, such as the need for convenience, environmental sustainability, and superior protein quality.

**2. Value Proposition**

* **Convenience:** Our protein capsules offer an easy consumption method, perfect for quick, on-the-go protein intake without the hassle of traditional protein powders.
* **Environmentally-Friendly:** Utilizing eco-friendly packaging, our product significantly reduces plastic waste compared to conventional protein powder jars, appealing to eco-conscious consumers.
* **High-Quality Protein:** We provide complete protein sources or blends optimized for muscle building and recovery, ensuring our customers receive premium nutritional support.
* **Variety:** Our range includes different flavours, protein sources (such as whey and vegan options), and dosages to cater to diverse dietary preferences and needs.

Our value proposition is designed to deliver convenience, sustainability, and high-quality nutrition, addressing the critical needs and values of our customers.

**3. Channels**

* **E-Commerce Website:** Our primary sales platform offers a seamless and user-friendly online shopping experience.
* **Online Fitness Stores:** Partnering with niche online retailers, we access a focused customer base interested in health and fitness products.
* **Health Food Stores:** We place our products in physical retail locations frequented by health-conscious consumers.
* **Gyms and Fitness Centres:** Establishing retail partnerships with gyms and fitness centres allows us to directly reach our target market in relevant environments.
* **Subscription Service:** Offering recurring delivery options ensures continuous customer engagement and loyalty.

Through a mix of online and offline channels, we maximize our market reach and provide multiple touch points for customer interaction and purchase.

**4. Customer Relationships**

* **Informative Website:** We offer a comprehensive online resource with FAQs and dosage guides to assist customers in making informed decisions.
* **Active Social Media Presence:** Engaging customers with fitness tips, promotional content, and community interaction helps foster a sense of connection and loyalty.
* **Loyalty Programs:** Rewarding repeat customers with incentives encourages continued patronage and brand loyalty.
* **Responsive Customer Service:** Providing prompt and helpful support to address customer inquiries and resolve issues enhances overall satisfaction.

These strategies ensure we attract, retain, and support our customers, leading to long-term loyalty and advocacy.

**5. Revenue Streams**

* **Direct Sales:** Revenue is generated from product sales through our e-commerce website and retail partnerships.
* **Subscription Service:** Offering tiered pricing plans based on delivery frequency and quantity provides a steady stream of recurring revenue.
* **Upselling and Cross-Selling:** Promoting complementary products, such as workout supplements and shaker bottles, helps increase the average order value.

By diversifying our revenue streams, we create a stable financial foundation that supports ongoing business development and expansion.

**6. Key Resources**

* **Manufacturing Facilities:** Ensuring consistent production of high-quality protein capsules is vital.
* **Sustainable Packaging Materials:** Our commitment to environmental sustainability is supported by using eco-friendly packaging.
* **Strong Supply Chain:** Securing reliable sources of protein ingredients maintains product quality and availability.

These resources are crucial for executing our business model and meeting customer expectations.

**7. Key Activities**

* **Product Development:** Formulating and testing new protein blends and ensuring capsule compatibility are key to meeting customer needs.
* **Manufacturing:** Producing and packaging protein capsules to the highest quality standards is essential.
* **Marketing & Sales:** Strategic marketing campaigns build brand awareness and drive product promotion both online and offline.
* **Customer Service:** Providing exceptional support to address customer inquiries and enhance satisfaction is a priority.

These activities are vital to delivering our value proposition, achieving operational excellence, and maintaining a competitive edge in the market.

**8. Key Partnerships**

* **Capsule Manufacturers:** Collaborating with specialists in eco-friendly materials supports our sustainability goals.
* **Protein Powder Suppliers:** Partnering with suppliers focused on quality and sustainability ensures premium product offerings.
* **Logistics and Fulfilment Companies:** Engaging with logistics partners ensures efficient delivery and distribution of our products.
* **Fitness Influencers and Athletes:** Leveraging their reach and credibility for brand endorsements helps expand our market presence.

These partnerships enable us to optimize operations, reduce risks, and enhance our market presence.

**9. Cost Structure**

* **Fixed Costs:** Include expenses for raw materials (protein powder, capsule materials, packaging), manufacturing, marketing and sales (website development, social media advertising), and logistics (warehousing, fulfilment, shipping).
* **Variable Costs:** These costs vary with production levels and include direct materials and labour involved in capsule production.

Effective management of these costs is crucial for maintaining profitability and ensuring sustainable business growth.

By thoroughly understanding and managing each component of the Business Model Canvas, we ensure a robust and sustainable business model that meets the needs of our target customers and supports long-term success.

# Explanation of all the assets crucial for your start-up success

**Production and Quality:**

* **Filling Machine:** As you mentioned, this is central to your operation. An efficient and reliable machine ensures consistent, high-quality filling of capsules.
* **Raw Materials:** Top-notch protein powder and capsule shells are essential for a premium product. They directly impact the taste, nutrition, and safety of your protein capsules.
* **Manufacturing Facility:** A compliant and well-equipped facility ensures you meet regulatory standards and operate efficiently.
* **Quality Control Equipment:** Investing in tools to test and ensure product safety and consistency builds trust with your customers.
* **Packaging Equipment:** Proper packaging protects your capsules and provides important information to consumers.

**Operations and Management:**

* **Inventory Management System:** Tracking raw materials and finished products helps optimize inventory levels, reduce waste, and streamline operations.
* **Human Resources:** Having skilled personnel for production, quality control, and management is crucial for the smooth running of your business.

**Growth and Sustainability:**

* **Research and Development (R&D):** Investing in R&D allows you to innovate and improve your product offerings, stay ahead of the competition, and cater to evolving customer needs.
* **Marketing and Sales Channels:** Building strong marketing and sales channels promotes your product, builds brand awareness, and drives revenue.

**Compliance and Legitimacy:**

* **Regulatory Compliance:** Adhering to industry standards and regulations ensures the safety of your product, avoids legal issues, and builds consumer trust.

**Financial Stability:**

* **Financial Resources:** Having sufficient capital for setting up, operating, and growing your business is essential for long-term success.

**Brand Identity and Protection:**

* **Intellectual Property:** Patents, trademarks, and unique formulations protect your brand identity and give you a competitive edge.

By focusing on acquiring and managing these key assets effectively, you'll be well-positioned to launch and grow your protein capsule business successfully.

# Evaluation

- Key partners:

-**Capsule manufacturers with expertise in eco-friendly materials:** This partnership is crucial for ensuring that the capsules are made sustainably, aligning with the company's value proposition of being environmentally friendly.

#### - Value Propositions

* **Convenience:** The easy-to-swallow capsules are perfect for on-the-go protein intake, addressing a key need for busy professionals and gym-goers.
* **Environmentally-friendly:** Reduced plastic waste compared to traditional protein powder jars appeals to eco-conscious consumers.
* **High-quality protein:** Offering complete protein sources or blends caters to individuals focused on muscle building and recovery.
* **Variety:** Providing different flavours, protein sources, and dosages ensures that the product meets diverse consumer needs.

#### - **Channels**

* **E-commerce website:** A primary channel for direct sales and customer engagement.
* **Online fitness stores:** Extends the product reach to fitness-focused customers.
* **Health food stores:** Places the product in locations where health-conscious consumers shop.
* **Gyms and fitness centres:** Retail partnerships in these locations target the core customer segment directly.
* **Subscription service:** Provides a convenient option for recurring deliveries, ensuring steady revenue.

#### - **Customer Relationships**

* **Informative website:** A website with FAQs and dosage guides helps customers make informed decisions.
* **Active social media presence:** Engaging with customers through fitness tips and promotions can build a community around the brand.
* **Loyalty programs:** These encourage repeat purchases and increase customer lifetime value.
* **Responsive customer service:** Efficiently addressing inquiries and feedback can enhance customer satisfaction and loyalty.

#### - **Revenue Streams**

* **Direct sales through e-commerce and retail partnerships:** This is a primary revenue stream, leveraging both online and offline sales channels.
* **Subscription service:** Offering tiered pricing based on delivery frequency and quantity provides a recurring revenue stream and ensures customer retention.
* **Upselling and cross-selling:** Selling complementary products like workout supplements or shaker bottles can increase the average order value.

#### **-** **Key Resources**

* **Manufacturing facilities:** Essential for producing capsules and sourcing protein, ensuring control over product quality.
* **Sustainable packaging materials:** These are critical for maintaining the environmentally-friendly value proposition.
* **Strong supply chain:** Ensures a steady and reliable supply of high-quality protein ingredients.

#### - **Key Activities**

* **Product development:** Essential for creating high-quality protein blends and ensuring they are compatible with capsule production, directly impacting product quality and customer satisfaction.
* **Manufacturing:** The production of high-quality protein capsules is a core activity that determines the overall product quality.
* **Marketing & Sales:** Building brand awareness and promoting the product is vital for attracting and retaining customers.
* **Customer service:** Providing excellent customer support helps build customer loyalty and addresses any issues promptly.

Suggestions for improvements:

#### **feasibility**

1. **Strengthen Supplier Relationships:**

* **Diversify Suppliers:** Establish relationships with multiple protein powder and eco-friendly capsule material suppliers to mitigate the risk of supply chain disruptions.
* **Quality Assurance Programs:** Implement stringent quality control measures and regular audits for suppliers to ensure consistent product quality.

1. **Optimize Manufacturing Processes:**

* **Lean Manufacturing:** Adopt lean manufacturing principles to reduce waste and improve efficiency.
* **Automate Production:** Invest in automation to streamline production processes, reduce labour costs, and increase output.

#### **Desirability**

1. **Enhanced Customer Engagement:**

* **Personalization:** Use data analytics to offer personalized product recommendations and marketing messages to customers based on their preferences and purchase history.
* **Customer Feedback Loops:** Implement regular surveys and feedback mechanisms to gather customer insights and continuously improve the product and customer experience.

1. **Broaden Product Range:**

* **New Flavours and Formulations:** Introduce new flavors and protein blends (e.g., collagen protein, pea protein) to cater to diverse tastes and dietary needs.
* **Limited Edition and Seasonal Products:** Launch limited edition and seasonal products to create excitement and urgency among customers.

#### **Viability**

1. **Cost Management:**

* **Bulk Purchasing:** Negotiate bulk purchasing agreements with suppliers to reduce raw material costs.
* **Energy Efficiency:** Invest in energy-efficient equipment and sustainable practices to reduce operational costs.

1. **Revenue Diversification:**

* **Product Bundles:** Offer product bundles that include protein capsules, workout supplements, and fitness accessories to increase average order value.
* **Corporate Wellness Programs:** Partner with companies to provide protein capsules as part of corporate wellness programs, tapping into a new revenue stream.

# Company overview

As creatiforce company we provide a substitute that All athletes will benefit from, the main idea of our product is substituting supplement jars, with easier and more usable capsules, that will be sold to two targeted personas gym cafeterias and end users, to the end user persona we will be selling the capsules in packages that photos will be provided downwards, but on the other hand for gym cafeterias there will be a wooden shelf with an amazing design that capsules will be put on. The people that was behind all this are a young, determined, believers college students: Elias Fakhoury (An It student majoring in Artificial intelligence),Saif haddad (An It student majoring in Artificial intelligence), Zeid besani (An It student majoring in Artificial intelligence), Raghad aranki (It student majoring in computer science ), Budoor AlDahleh (It student majoring in computer science), Kameel naemat (An engineer student majoring in energy).

# "Reach Your Peak with Creatiforce – Powering You to the Finish! Slogan

