

KEY PARTNERS



- Eco-friendly product suppliers
- Shipping and logistics providers focused on green practices
- Environmental organizations or certifications (e.g., Fair Trade, Green Seal)

KEY ACTIVITIES



- Sourcing and vetting eco-friendly products
- Managing the online platform (website maintenance, SEO, etc.)

KEY RESOURCES



- Strong online platform and e-commerce technology
- Partnerships with eco-friendly suppliers

VALUE PROPOSITIONS



- Affordable, eco-friendly products that cater to environmentally conscious consumers
- Transparent product sourcing with clear sustainability information
- One-stop shop for a wide range of sustainable products

CUSTOMER RELATIONSHIP



- Personalized recommendations for sustainable living
- Responsive customer support

CHANNELS



- Email newsletters and eco-friendly product updates
- Partnerships with green influencers or eco-focused websites

CUSTOMER SEGMENTS



- Environmentally conscious consumers
- Budget-conscious individuals looking for affordable green options
- Young adults interested in sustainable lifestyle choices

COST STRUCTURE



- Product sourcing and procurement costs
- Website maintenance and hosting
- Marketing and advertising expenses
- Shipping and logistics costs, especially for eco-friendly options

REVENUE STREAM



- Sales of eco-friendly products through the website
- Subscription boxes for eco-friendly products
- Affiliate marketing for related eco-friendly brands