<u>Business Canvas Model</u>

Key Partners



- · Farmers and Manufacturers
- · Grocery and Food Stores
- Food Packaging factories
- · Warehouse partners
- Payment Gateways
- Advertisement partners
- Logistics Partners
- · Technology Partners

Key Activities



- Supply Chain
- · Product Management
- Collaborations
- Marketing
- · Customer Service

Key Resources

- · Marketing Team
- · Logistics Team

· Administrative expenses

Maintenance Cost

Value Proposition



- · Convenient grocery shopping from home
- Time-saving and hassle-free
- Wide selection of groceries
- · Recipe based shopping
- Scheduled and on-demand deliveries
- Special deals and discounts
- New Member Benefits

Customer Relationships

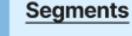
Social Media

Customer Care

Discounts

Membership Campaign





Home Cooks

Customer

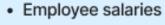
- Working Professional
- Health Conscious
- People with limited Mobility

Channels

- · Marketing Channel
- Delivery Channel



Cost Structures



- Product Cost
- · Customer Acquisition Cost
- Marketing Cost
- · Delivery and logistics costs



Revenue Streams



 (\bigstar)

- Store Sales
- Advertisement
- Membership Subscription