

Business Canvas Model

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

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
- Membership Campaign
- Customer Care
- Discounts

Channels

- Marketing Channel
- Delivery Channel
- Partnerships with local grocery stores

Customer Segments



- Home Cooks
- Working Professional
- Health Conscious
- People with limited Mobility

Cost Structures



- Employee salaries
- Product Cost
- Customer Acquisition Cost
- Marketing Cost
- Delivery and logistics costs
- Administrative expenses
- Maintenance Cost

Revenue Streams



- Store Sales
- Advertisement
- Membership Subscription