

# Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<p><b>Manufacturers:</b> For producing cloth squeezers efficiently.</p> <p><b>Material Suppliers:</b> Providers of durable and eco-friendly materials (e.g., plastic, stainless steel).</p> <p><b>Retailers:</b> Hardware stores, supermarkets, and home goods stores.</p> <p><b>E-commerce Platforms:</b> Amazon, Flipkart, and company website.</p> <p><b>Logistics Providers:</b> To manage the supply chain.</p> <p><b>Marketing Agencies:</b> For advertising and brand promotion.</p>	<p>Product design and innovation (ergonomic and efficient squeezing mechanisms).</p> <p>Manufacturing and quality assurance.</p> <p>Marketing campaigns to target household and laundry markets.</p> <p>Distribution through retail and online platforms.</p> <p>After-sales support and warranty services.</p>	<p><b>Efficiency:</b> Saves time and effort in squeezing excess water from clothes.</p> <p><b>Durability:</b> Built to last with high-quality materials.</p> <p><b>Convenience:</b> Lightweight and easy to use.</p> <p><b>Hygiene:</b> Reduces hand fatigue and water contact.</p> <p><b>Eco-Friendly:</b> Available in recyclable or biodegradable materials.</p> <p><b>Affordability:</b> Cost-effective solution for households and laundromats.</p>	<p>Online customer service for inquiries and complaints.</p> <p>Active presence on social media for tips and tutorials.</p> <p>Loyalty programs offering discounts for repeat purchases.</p> <p>Regular feedback collection for product improvement.</p>	<p>Households looking for convenient laundry tools.</p> <p>Laundromats needing durable equipment.</p> <p>Hotels and service apartments for bulk use.</p> <p>Outdoor enthusiasts and campers.</p> <p>Elderly individuals and people with limited hand strength.</p>
Cost Structure			Channels	
<p>Raw material costs.</p> <p>Manufacturing and tooling expenses.</p> <p>Marketing and advertising budgets.</p> <p>Distribution and logistics costs.</p> <p>Research and development for new designs.</p>			<p><b>Online:</b> E-commerce platforms and social media.</p> <p><b>Offline:</b> Retail outlets and department stores.</p> <p><b>Direct Partnerships:</b> Hotels, laundromats, and cleaning service providers.</p> <p><b>Exhibitions:</b> Home improvement and cleaning trade fairs.</p>	
			Revenue Streams	
			<p>Direct product sales (one-time purchases).</p> <p>Subscription services for spare parts and accessories.</p> <p>Bulk sales to B2B customers like laundromats and hotels.</p> <p>Licensing deals for co-branded products.</p>	