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|  |  | Designed for: | | | | | Designed by: | | Date: | | Version: |
| **Lean Canvas** | |  | | |  | |  |  |  |  |  |
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| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| Top 3 problems   1. High pricing 2. Customer preference 3. Marketing challenges | Top 3 features   1. Start low pricing sales to gian customers and popularize our business 2. Mostly youth prefer western fashion. 3. Engage with customers through social mediaa and email marketing. | | Single, clear and compelling message that states why you are different and worth buying   1. We sales good quality products. 2. We will give exceptional customer. | | | | Can’t be easily copied or bought   1. Keeps records od customer and give lucky draw. | | Target Customers   1. Advertise about our company 2. Customer feedbacks. 3. Those who engage more in our advertiisement will provide more offers. | | |
| **Existing Alternatives** | **Key Metrics** | |  | | | | **Channels** | | **Early Adopters** | | |
| List how these problems are solved today.   * We can sales gifts and flower boquet. | Key activities you measure   * Trending forecasting-staying ahead of fashion trends by predicting future styles,fabrics and color palettes. | |  | | | | Path to customers   * Social media * Letting early customer to share and spread our news about opening of company | | List the characteristics of your ideal customers.   1. Youth | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
| List your fixed and variable costs.  Customer acquisition costs  Distribution costs  Hosting  People  Etc. | | | | List your sources of revenue.  Revenue Model  Life Time Value  Revenue  Gross Margin | | | | | | | |