

Business Model Canvas

Designed for:

healthy bites

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Key Partners



Certified nutritionists and dieticians for meal planning.

Local gyms, wellness centers, and fitness influencers for cross-promotion.

Organic and health-focused food suppliers.

Delivery service providers for logistics.

Corporate partners for office meal plans.

Key Activities



Menu Development

Marketing & Social Media Management

Supply Chain & Sourcing

Customer Service & Feedback Management

Partnership Management

Key Resources



Certified nutrition experts for menu planning.

Experienced chefs and kitchen staff.

Technology infrastructure (website, app, and POS system).

Strong supplier network for fresh and organic ingredients.

Social media and digital marketing team.

Value Propositions



High-quality, healthy, and delicious meals crafted with certified nutrition experts.

Fresh, locally sourced ingredients for nutrient-rich dining.

Seamless online ordering & fast delivery for convenience.

Partnerships with gyms, wellness centers, and dieticians to promote a healthy lifestyle.

Engaging social media presence to connect with health-conscious customers.

Customer Relationships



Personalized Customer Experience

Community Engagement & Loyalty Programs

Multi-Channel Customer Support

User-Generated Content & Social Proof

Subscription & Retention Strategies

Feedback & Continuous Improvement

Channels



Physical Location

Website & Mobile App

Social Media (Instagram, Facebook)

Food Delivery Platforms (Uber Eats, Talabat , etc.)

Local Gyms & Wellness Centers

Customer Segments



Health-conscious individuals and fitness enthusiasts.

People with dietary restrictions (vegan, keto, gluten-free, etc.).

Busy professionals seeking quick and healthy meal options.

Gym-goers and wellness center members.

Social media-driven food lovers

Cost Structure



Food and ingredient costs (fresh, organic ingredients).

Salaries (chefs, staff, nutrition experts, marketing team).

Marketing & advertising (social media campaigns, influencer collaborations).

Technology maintenance (app, website, POS system).

Delivery logistics

Competitors



Competitors for the Healthy Restaurant

Direct Competitors
(Healthy Food Restaurants & Meal Services)

Local health-focused restaurants offering organic, plant-based, or low-calorie meals.

Salad bars and juice cafes that specialize in fresh, nutritious food options.

Meal prep and subscription services that deliver customized healthy meals (e.g., Freshly, HelloFresh)

Indirect Competitors
Fast-casual restaurants with healthier menu options (e.g., Subway, Chipotle).

Traditional restaurants and cafés that offer limited healthy choices.

Online & Delivery-Based Competitors

Supermarkets & Grocery Stores

Revenue Streams



Dine-in & Takeout Sales

Online Orders & Delivery

Subscription Meal Plans

Corporate & Gym Partnerships

Sponsored Content & Brand Collaborations