Business Model Canvas

Designed for: healthy bites Designed by:

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18/3/2025

Date:

Key Partners

(GP Certified nutritionists and dieticians for meal planning

Local gyms, wellness centers, and fitness influencers for crosspromotion.

Organic and health-focused food suppliers.

Delivery service providers for

Corporate partners for office meal plans.

Key Activities

Management



Marketing & Social Media

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

Strong supplier network for fresh and organic

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

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

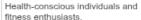
Website & Mobile App

Social Media (Instagram, Facebook)

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

Local Gyms & Wellness Centers

Customer Segments



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

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

Marketing & advertising (social media ns. influencer collaborations).

Technology maintenance (app, website, POS

Delivery logistics

Competitors



titors 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,

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

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