**Step 1 Customer Segments**

1. **Segment Dimensions:**

multi-sided market : bring together **two or more interdependent groups who need each other in some way**. ,A multi-sided market is sometimes called a “platform.”

1. Users ( vape owners )
2. Suppliers (product owners)
   1. stores
   2. liquid lines
   3. product importers
3. **Segment Composition:**

understand what they think, see, feel, and do in your product area.

**Users ( vape owners )**

1. Search for best product price [olx , facebook , offline stores , vape wesites ]
2. Search for best lines and flavors
3. Product delivery to any place or near stores
4. Get answers and reviews about products quickly

**Suppliers (product owners)**

1. Wants to sell more
2. Want to get the highest price
3. Wants to increase customer reach and demographics
4. Branding and get known
5. **Problems, Needs, Habits & Current Alternatives**

identify an existing need/problem and identify specific alternatives that your customer uses today.

**Problems:**

**Users ( vape owners )**

1. Can’t find the product searching for and at good price
2. Can’t reach the store to buy the product
3. Unable to make decision about what to buy next
4. Information scattered across the Facebook groups
5. Afraid of used products

**Suppliers (product owners)**

1. Can’t reach all customer
2. Poor Product Pricing (over pricing problem )
3. Limited Stores and distribution panels
4. Only one Marketing channel used (facebook)

**Needs**

**Users ( vape owners )**

1. Get products at fair market price
2. Product delivery to any demography
3. Find all products at one place
4. Information to Make better buying decisions

**Suppliers (product owners)**

1. Increase customer reach and demography delivery
2. Better online presence to showcase products
3. Increase sales and market share
4. Branded and get known as the best

**Current Alternatives**

**Users ( vape owners )**

1. Use facebook and olx to search for products and suppliers
2. User facebook groups – outing to get product reviews and ask questions
3. Travel to physical store to Buy products
4. Price negotiation
5. Learn by trying
6. Some stores offers delivery

**Suppliers (product owners)**

1. Facebook page to reach customers and show case products
2. Physical stores as distributors and show case of products
3. Facebook groups for marketing
4. Word of mouth
5. Open stores , distributors at different places
6. Facebook rates and reviews to know more about customer opinion
7. Facebook shop
8. Outings and meetings

**Step 2 : Value Propositions**

Which of the Problems or Needs that you identified , are you fulfilling?

write down those assumptions, prioritize them according to the most critical, try mapping them to the Customer Segments;

**What is unique about your Value Propositions and why does your customer prefer them to their Current Alternatives?**

**Users ( vape owners )**

1. All products at one place
2. Delivery to all Egypt
3. Best market price
4. Item Rates and reviews to help make better decisions
5. Partnership with top suppliers in Egypt
6. Special offers

* Easily find any vape related product at the best market price.
* Easily find rates and reviews from real users about products
* special offers and items at wow prices
* Provide easy and fast shipping across all Egypt
* All information at one place

**Suppliers (product owners)**

1. huge traffic each month
2. Increase online presence
3. Reach more customers and increase sales
4. Know what people think about your products
5. Monthly report with sales
6. Cheap marketing compared to other services
7. Have an online shop

* The first online mall for vapes in Egypt
* We help deliver your products across all Egypt
* Effective channel to increase your sales and reach more customers

**Step 3 : Channels**

entities through which you sell product ,

define your interface with the Customer.

(attention-interest-desire-action-onboarding-retention)

**entities you use to communicate your proposition to your segments, (How will you reach customers)**

**Invitations - Networking effect-referrals-positive word of mouth**

- Will depend on invitations to kick start the site , invite supplier to sign up and try , who will market for us on their page and populate the site with items

Maintain close relationship with supplier ( common goal)

-expecting that every vape user will be sharing with at least other 5 users

- As we deliver and fulfill our mission, meet our promises they will promote us so they can increase their sales and market reach.

**Events - booth- sponsorship**

-Attend different events , Show up and introduce the service to people ask them to try it , feedback , data collection , assumptions evaluation

-sponsor at different events – people (vape outings )

-get sponsorship for a supplier

**-Digital marketing / social media :**

-facebook ads -google ads -instgram ads - SEO , email marketing

**-Physical / direct marketing**

flyers and brochures,

**Website**

Interactive Content creation, Educating Consumers, call to action, Video Marketing (Video content)

**Partnership with different suppliers**

**Step 4 Customer Relationships**

**How does the customer interact with you through the sales and product lifecycle?**

Customer service team responsible for handling complains and answering questions

: Email , website contact form , facebook messages , phone calls

User ->view product -> add to cart -> check out -> wait for confirmation-> Admin confirm

Admin -> manage stock items (bought items ) vs. (hold till sale -> deliver cash to supplier )

Admin -> Send order package -> delivery company -> product delivered -> cash collected

**Step 5 Revenue Streams**

**a list of Revenue Streams**

* Website ads to generate profits

**Suppliers (product owners)**

* Monthly subscription fees only (no commission)
  + based on number of items to be published
  + publishing period (month)
  + stock level to be delivered
* Premium supplier : (fees per week)
  + Supplier logo published and pinned at the landing page , linking to his items and facebook page
  + Featured items shown first in each category

**Users ( vape owners ) [optional]**

Small profit margin on any bought item

Mission: To become the top online vape store in Egypt , a destination for anyone who want to buy or know about vapes or related products , we partnership with our supplier building a close relationship with them and reach success together by helping them increase their sales and provide them with a gateway for new demographic customers.