## CrewBrews' Business Model

## **Key Activities** Planning/Problem-solving Customer Decision making Customer Creating platform/network Relationships Menu Creation **Segments** Market and Promotion of Product Self-service Production and Serving **Key Partners** Coffee Lovers Automated service Students Co-creation Employee Strategic alliance Personal Old People **Key Resources Value Proportion** Assistance Coopetition Employees/ Skilled Staff Address customer Joint ventures Financial (Cash or Lines needs and taste of credit Serving Affordable Buyer-supplier Coffee and Pastry Coffee Beans Suppliers Provide a welcoming Equipment and environment where Machinery Fresh Ingredients (Flour, coffee enthusiasts can connect Channels Butter, Sugar, Egg and Combines the richness other essential Baking/Brewing of our coffee with the Facebook Page delightful flavors of our Ingredients Instagram Technology and System pastries. Serving Taste and Temptation in coffee and pastry **Revenue Streams Cost Structure** Marketing and Advertising Transaction-based revenue

- staffing Costs
- **Equipment and Maintenance**
- Rent and Utilities
- Cost of Goods Sold (Coffee beans and Pastry Ingredients)
- Licensing and Permits

- Sales (Coffee/Pastry Sales)
- Usage Fee
- Collaborations and Partnerships
- Events (Charge Fee)
- Franchising (Fee Structure and Franchise Fees)