**CrewBrews’ Business Model**

**Cost Structure**

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

**Revenue Streams**

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

**Key Resources**

* Employees/ Skilled Staff
* Financial (Cash or Lines of credit
* Coffee Beans Suppliers
* Equipment and Machinery
* Fresh Ingredients (Flour, Butter, Sugar, Egg and other essential Baking/Brewing Ingredients
* Technology and System

**Value Proportion**

* Address customer needs and taste
* Serving Affordable Coffee and Pastry
* Provide a welcoming environment where coffee enthusiasts can connect
* Combines the richness of our coffee with the delightful flavors of our pastries.
* Serving Taste and Temptation in coffee and pastry

**Key Activities**

* Planning/Problem-solving
* Decision making
* Creating platform/network
* Menu Creation
* Market and Promotion of Product
* Production and Serving

**Key Partners**

* Strategic alliance
* Coopetition
* Joint ventures
* Buyer-supplier

**Channels**

* Facebook Page
* Instagram

**Customer Relationships**

* Self-service
* Automated service
* Co-creation
* Personal Assistance

**Customer Segments**

* Coffee Lovers
* Students
* Employee
* Old People