The Business Model Canvas

Key Partners 🔗

- Payment providers. Eg. UPI

- Jewellers (including artificial jewellery manufacturers)

- Delivery service providers

Key Activities ✔

- Establishment of partnership with designers and jewellers

- Taking and processing orders (Platform Management)

- Payment Processing

- Marketing

Key Resources 🏭

- Products of partner jewellers (jewellery)

- Software Developers

- Platform Services

Value Propositions 🎁

Value for Users:

- To provide an online shopping platform that offers a seamless jewellery shopping experience

- To offer the users a multidimensional view of the jewels before they buy them

Value for Partners:

- To eliminate the need for physical stores, salesmen's wages, maintenance costs that come with operating physical stores

- To provide a platform to bridge the gap between sellers and their prospective customers

Customer Relationships ❤

- Social media

- Customer-first service mindset, flexible return policy

Channels 🚚

- Android mobile app

- iOS mobile app

- Advertisements

Customer Segments 👤

- Common public who prefer wearing artificial/cheap jewellery

- Mid tier consumers who prefer wearing fine jewellery/ silver jewellery

- High end consumers who prefer designer/wedding jewellery

Cost Structure 🏷

- Software development (server, tools, etc.)

- Staff salaries

- Marketing and customer education costs

- Stocking warehouse centres

Revenue Streams 💰

- Revenue streams from retail

- Sponsored advertisements

- Delivery fee charged from customers

- Commission charged from partners

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