










Logo/slogan



show who you are without speaking

Business model Canvas

Digital agency for fashion Group X

Designed for Customer		Designed by Sabina Sandorova		Date 2017-11-14	Version 1.0.0
Key partners  <ul style="list-style-type: none">Brands partnershipECommerce (ecommerce partner)Etsy (production partner)Fashion bloggers/vlogers	Key activities  <ul style="list-style-type: none">Community buildingDevelopment of PartnershipsDigital media strategic planning (awareness)Social media marketing campaign	Value Propositions  <ul style="list-style-type: none">FOR CUSTOMERS:<ul style="list-style-type: none">Improve shopping experienceOutfit suggestions, advisesCommunityConnect with stylistsCo-creationSave timeFOR COMPANIES:<ul style="list-style-type: none">Collaboration between other brandsAwarenessOpportunity to growgives brands a channel where they can communicate with the	Customer relationships  <ul style="list-style-type: none">Co-creationSocial mediaSocial engagement	Customer segments  <ul style="list-style-type: none">StudentsMillenialsMiddle classNeed inspirationSave timeBe organisedFashion enthusiasticWho are our most important customers?	
	Key resources  <ul style="list-style-type: none">Internal/External dataAnalyticsDesignersStrategists		Channels  <ul style="list-style-type: none">Social media (Instagram, Facebook, Youtube)Our WebOur App		
Cost structure  <ul style="list-style-type: none">Advertising / MarketingHuman resourcesIT infrastructureWeb hosting costsData (store)Research and development		Revenue Streams  <ul style="list-style-type: none">TransactionsAdsSponsorshipsAffiliate clicksCommision when the product was bought via our website			

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