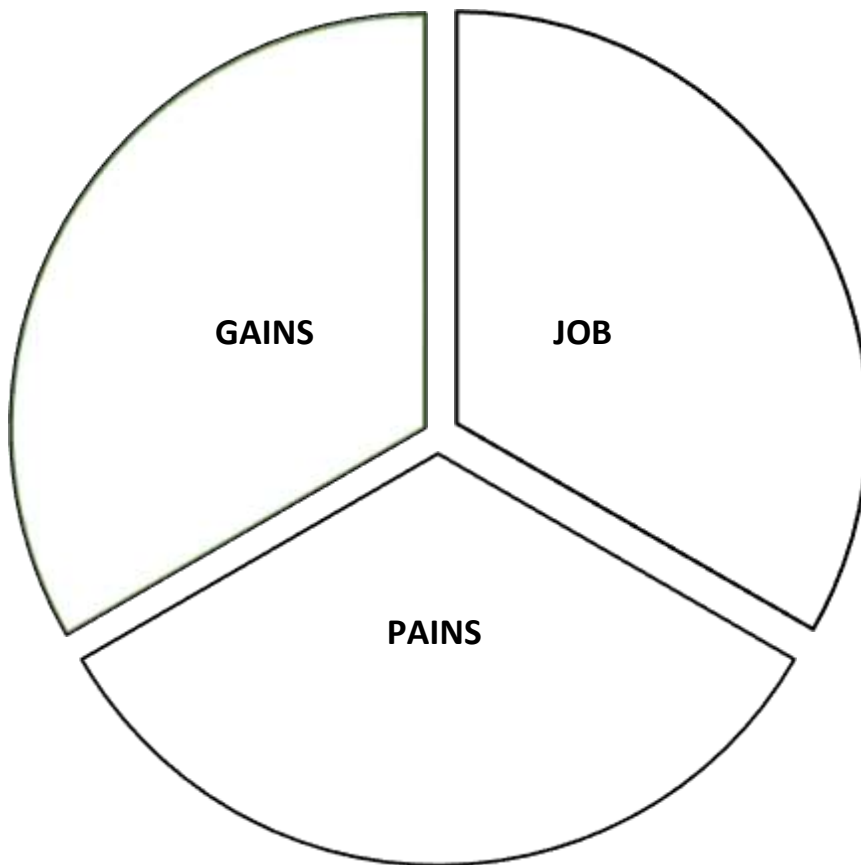


## Value Proposition Canvas Template

Please complete the following activity by creating a value proposition statement for a business of your choice.

*To [Customer], we offer [product or service], that [value], unlike [competitors].*

And complete the value proposition canvas, by detailing the job to be done, the pains, and the gains of this business.



## Value Proposition Statement

To budget-conscious individuals and families, we offer fresh, delicious, and customizable sandwiches at affordable prices, that provide high-quality, nutritious meals for everyone, unlike premium-priced brands like Subway that often charge a premium for similar offerings.

# Value Proposition Canvas Template

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*To [Customer], we offer [product or service], that [value], unlike [competitors].*

And complete the value proposition canvas, by detailing the job to be done, the pains, and the gains of this business.

## 1. Customer Jobs:

- Need affordable, quick, and healthy meals.
- Desire for customizable sandwiches to suit individual tastes and dietary needs.
- Preference for fresh, high-quality ingredients at low prices.
- Seeking convenience for on-the-go meals or dine-in options.

## 2. Pains:

- High costs of sandwiches from premium chains like Subway.
- Limited healthy and fresh options in affordable food chains.
- Long waiting times in busy outlets.
- Lack of variety in budget sandwich shops.

## 3. Gains:

- Affordable pricing without compromising on quality.
- Quick service for customers with limited time.
- A variety of options for customization (bread types, fillings, sauces).
- Hygienic preparation and fresh ingredients.