The Business Model Canvas

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Designed for: Drop shipping

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| Key Partnerships  Suppliers/Wholesalers E-commerce Platform Providers Payment Gateways Marketing Partners Logistics Providers | Key Activities  Setting up and maintaining the e-commerce platform Product research and adding trending products to the store Running targeted online marketing campaigns Managing customer service and inquiries Monitoring supplier performance and ensuring order fulfillment | Value Propositions  Wide variety of trendy and affordable products without managing inventory.  Hassle-free shopping experience with global shipping options.  Convenient, easy-to-navigate online store.  Lower risk for the seller as there’s no need to stock products. | | Customer Relationships  Personalized product recommendations via email marketing Engaging with customers on social media platforms Providing fast, responsive customer support via chat or email Loyalty programs and discount offers to retain customers | Customer Segments  Online shoppers looking for affordable, trendy products  People seeking unique or niche products  Busy customers who value convenience and home delivery  Impulse buyers targeted via ads on social media |
| Key Resources  E-commerce website or online store Product catalog from suppliers Marketing expertise and advertising tools Customer service tools Analytics and tracking tools | Channels  E-commerce website or platform Social media platforms Paid advertisements Email newsletters and promotions Influencer and affiliate marketing |
| Cost Structure  Subscription fees for e-commerce platforms Advertising and marketing expenses Payment gateway transaction fees Supplier costs Customer support tools and services | | | Revenue Streams  Product sales markup Subscription services Upselling or bundling products Affiliate commissions for promoting products | | |

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