Business *Model Canvas - Walmart*

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Key Partners

Shipping and Logistics Partners

Payment processors (Paypal, Square...)

Data analytics, or extensive data collection on their end to understand custoemrs needs

Social Media and Content creators to market thier products and online sales

Cloud computing services to scale across the US

Mobile app developers for an optimized online shopping experience

Key Activities

Direct Shipment from suppliers to customers through walmart

RFID chipping to track store stocks

Just-in-time for cost reduction and product diversification

Key Resources

Mobile app, online site and cloud computing service

Multiple suppliers

Quick payment proccesor

Value Propositions

Immediate product shipments

Cheaper products due to economy of scale

One stop shop for both online and at brick and mortars

Save time by avoiding in-person shopping

Same day grocery and fast food delivery

Customer Relationship

Review board for products and suppliers

24/7 chat and phone service

Product recommendation based on customer data

Channel

Mobile App

Online site

Grocery delivery companies (Grubhub, DoorDash...)

Customer Segments

Families for grocery deliveries

College students who prefer spending less on products

Patients to use in-store pharmacies

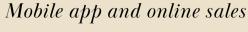Patients to use in-store pharmacies

All online shoppers in general

Cost Structure

Online sales, cloud computing and maoblie app, RFID continious maintainance

Contractual costs with payment processors, logistic partners, cloud computing companies

Marketing costs

Revenue Stream

Mobile app and online sales

Same day grocery delivery

Revenue share fromdirect supplier to customer sales through walmart site and app