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| **Business Model Canvas** | | Instructor Saad, T. A Amin | | |  | Baraa Zain & Partners |  | 04/07/2021 |  | XXXX |
|  |  |  | | | |  | |  | | |
| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | **Customer Segments** | | |
| What makes our business special is the fact that our stakeholders are our partners, they are our suppliers and our demanders. Our idea is to make a website that allows any user to hire any house and any agent rent any house or apartment that he owns. The booking of any apartment happens after our approval, if the requirements and guidelines that we “admins”, set have been met. | We aim to have a distinguished relationship with all our stakeholders with no exception. Mainly, we will market for our website through online advertisements. Our revenue will be solely through advertisements, and a small mark-up fee from the ticket price, we aim to make profit through our clients, if they were agents only. | | We will deliver to our customer nothing but excellence. Our user-friendly website will ensure a one-of-a-kind customer experience.  There is a shortage in the house booking websites in our country, and thus the host needs to use other applications that aren’t specifically made for house booking. We come in to make it easier for the host to create an event.  Our website, will help the employees and the students specifically from another cities, given the lack of such applications. | | | We aim to maintain an excellent relationship with all our clients from the start till the end.  We will be able to maintain these ties with our extraordinary services, and round the clock support. It will be very costly in terms of time to maintain such relationships; however, our customers satisfaction will always be our priority. | | We believe that our business market will be a mix of a multi-sided market, and a Niche market. As mentioned, our aim is to deal with both apartments-owners, and people who are looking for houses they want to be in, this how we will serve a multi-sided market. We will also operate in a niche market, also We will ensure creating value for all our users, whether they were agents or clients. | | |
| **Key Resources** | | **Channels** | |
| It’s important for us to meet all our customers’ expectations, and for that we need a set a special set of resources. As service providers we don’t require any physical resources, apart from our computers. We will rely on intellectual resources, in which we will ensure excellent customer experience when using our website. | | Since we are an online website, we aim to reach our clients in two major ways. The first one being online advertisements for our website through social media applications, and the second one being word of mouth advertising, which will be through our customers after the marvellous experience they will have using our website. | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | |
| We believe that our website is value driven since we do not expect to make a big monetary investment, we predict that our biggest cost will always be time. We expect to help many people to find apartments for them, each poking operation will demand numerous amounts of support from us, and thus we expect it to cost us a lot of time.  We don’t predict to experience economies of scale, nor do we predict to experience economies of scope since we are a service provider and not a product provider. Our fixed cost will be present; however, we don’t expect it too high. | | | | Our Revenue will be generated through two methods. Our first money-making technique will be by charging a normal commission to each house poking operation made through our website, our commission will be a normal percentage on the advertisement that the agent put a promotion for his apartment. This will be paid by the agent not the rent.  Our second money-making method will be through advertisements on our website, this method is used by a lot of ecommerce websites. In most cases ads reduce the client’s satisfaction, but in our case, we will make sure that it doesn’t interfere with our client’s overall experience, because our one and only goal is to give our customers the best experience possible. | | | | | | |