

The Business Model Canvas

Designed for:

Freshippo Case Study

Designed by:

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Key Partners Alibaba / Alipay Product Farms WeChat / Weibo Warehouses People with fishing rights Fresh produce suppliers	Key Activities Ship food directly into people's homes Build supply chain Monitor data Manage pricing Key Resources Wi-Fi Cameras Brick-and-mortar store Alibaba Cloud Platform Temperature Sensors Transporting vehicles	Value Propositions Ship goods into people's homes within 30 minutes Perform store tasks in an easier way (receiving goods, shelving, order picking, packaging, and distribution) - Combine online and offline retail - Fresh food, specially seafood, to eat at the spot or take-away - Personalized offers	Customer Relationships Marketing videos Promotion System Tracking customer's preferences Word-of-mouth Channels Freshippo app F2 Convenience Store Freshippo Cloud Supermarket Events at stores Online websites Social media	Customer Segments 20-45 white-collar women - value life quality - often shop online - into fresh foods and health office-workers (Fast & Fresh) - with concerns related to food hygiene and time wasted on queues Job-to-be-done: - overcome the barrier between offline and online grocery shopping - provide fresh food Current solutions: - only 2 options: supermarkets and e-commerce platforms, with no integration between them - generic promotions with no specific target customers Stores (willing to sell online) Distributors Competition: Amazon Go Bingo Box Taobao.com Ele.me
Cost Structure Transporting costs Couriers salaries Product costs HR Logistics Costs Warehousing		Revenue Streams Payment via-app		

Designed by: Business Model Foundry AG (www.businessmodelgeneration.com/canvas)

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