Business Model Canvas - Leather Business

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Key Partners

- Local livestock farmers

- Leather processing factories/tanneries

- Transport/logistics companies

- Designers/artisans (shoemakers, tailors, bag makers)

- Microfinance institutions

- Local cooperatives and marketplaces

Key Activities

- Sourcing raw leather

- Processing/tanning and quality control

- Product design and manufacturing

- Branding and marketing

- Sales and customer service

- Managing partnerships and logistics

Value Propositions

- Providing high-quality, affordable leather goods to underserved markets

- Empowering local artisans by offering a reliable supply chain

- Creating jobs in rural and peri-urban areas

- Offering durable and culturally relevant products

Customer Relationships

- Personalized customer service via WhatsApp and in-store assistance

- Loyalty discounts and referral rewards

- Active engagement on social media platforms

- After-sales follow-up for repairs or feedback

Customer Segments

- Fashion-conscious youth and professionals

- Artisans and small-scale manufacturers of shoes, bags, belts

- Local and regional retailers

- Export customers looking for ethically sourced leather

Key Resources

- High-quality raw hides and skins

- Skilled labor (tanners, designers)

- Processing equipment and tools

- Brand identity and customer data

- Working capital and microloans

Channels

- Local markets and pop-up stalls

- Online store (with delivery options)

- Social media advertising (Instagram, Facebook)

- B2B outreach to artisan cooperatives and manufacturers

- Retail outlets or partner shops

Cost Structure

- Raw materials and leather processing

- Labor and skilled artisan wages

- Equipment and transport/logistics

- Marketing and branding

- Rental space and utilities

Revenue Streams

- Direct sales of leather goods (wallets, belts, shoes, bags)

- Bulk supply of processed leather to artisans

- Subscription or pre-order models for seasonal items

- Custom orders (engraved or personalized products)