Business Model Canvas

Designed for:	*Designed by:*	*Date:*	*Version:*
Iconic Gadgets	Team: SelfWheel	April 18, 2021	

Key Partners
International and national gadgets importers. Like: Amazon, Startech, Alibaba.

MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities

Key Activities
Suppling quality products in Dhaka. Home delivary is also including.

CATEGORIES: Production, Problem Solving, Platform/Network

Key Resources
We consider the physical interection for home delivery and
Virtiual interection on online for value propositions and percentage of revenues.

TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial

Value Propositions
People don't need to go outside to buy any gadget, they can have it on online.A good quality products with reasonable price.

CHARACTERISTICS: Newness, Performance, Customization, "Getting the Job Done", Design, Brand/Status, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability

Customer Relationships
we are trying to grab attention of all ages customer.

Channels
We choose the online platform for making the channels with customers. For that we consider the facebook, youtube and google ads to reach the customers.

Customer Segments
Our customers are based on Mass Market, Niche Market, Segmented, Diversified also Multi-sided Platform.

Cost Structure

Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).

SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope

Revenue Streams
Customers will pay by SSL ecommerce system and the amount of delivery charges and the percentage from product selling will generate revenues.

TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising
FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent
DYNAMIC PRICING: Yield Management, Real-time-Market