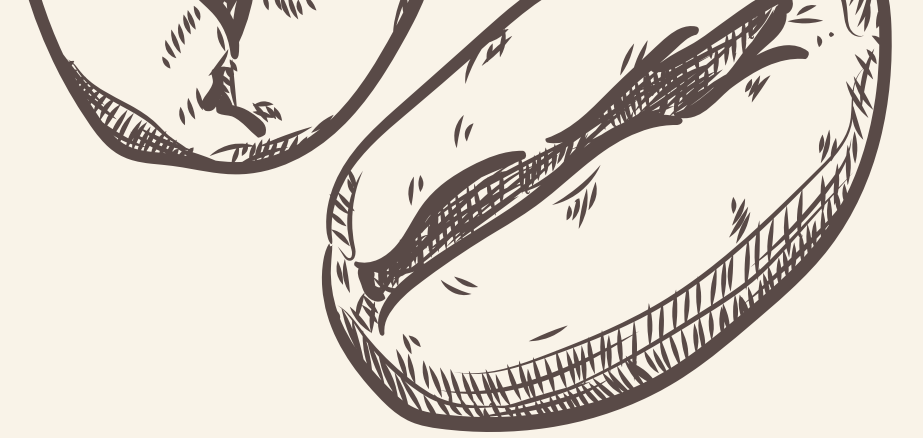
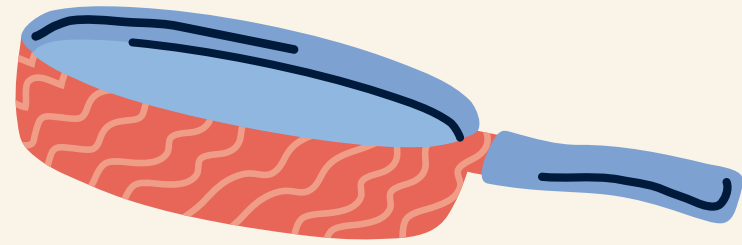
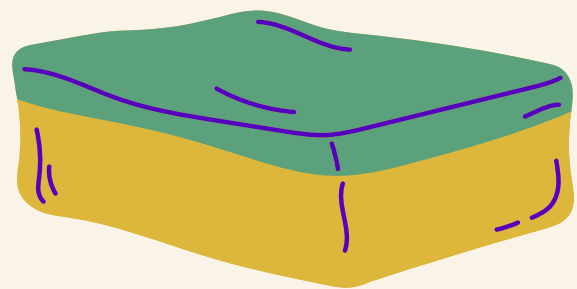


Dishwashing liquid

BUSTY
POP

No. 11, 12, 20, 22, 23, 26 (6/16)





BUSTY
POP





Vision

To sustainably improve the hygiene of people of all ages

Dusty Pop



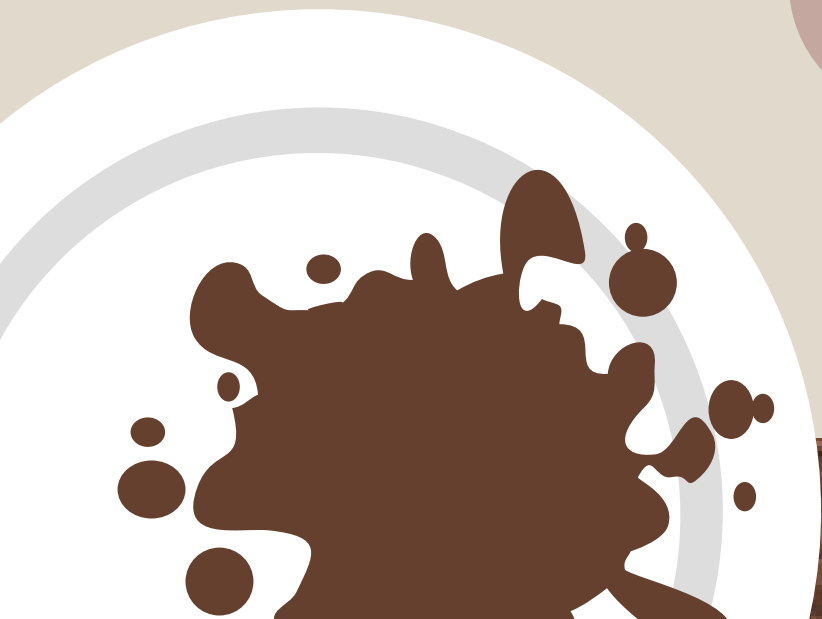
Airless Pump Bottle Package

**EASY AND
SAFE TO USE**

**NO CHEMICAL
PRESERVATIVES**

**LONG SHELF
LIFE**

**BUSTY
POP**



Dusty Pop

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners



- Supplier
- Manufacturing plant
- Logistics and Hub
- E-commerce Platform
- Government officials

Key Activities



- Product design
- Quality control
- Product development
- Suitable supplier and manufacturing plant
- Diminish production cost
- Environmental awareness
- Marketing
- Capacity building
- Employee training
- Collaboration with brands and other business
- Investment

Key Resources



- Vision and Value propositions
- Branding
- Business experience
- Management team
- Human resources team
- Graphic design team
- Social media team
- Warehouse
- Online platform
- Dishwashing liquid ingredients database
- Supplier database
- License

Value Propositions



Dusty Pop

Coffee ground dish washing liquid

- Environmental awareness
- Affordable
- High-quality product
- Value customer
- Functional
- Minimal design
- Continual improvement
- Easy access
- Support local coffee business

Customer Relationships



- Feedback and Reviews
- Product opening promotion
- Eco-friendly and Quality product
- Giveaways
- Workshop

Customer Segments



- People of all ages and genders
- Household
- Restaurant

Pain Point (Problem)

- Cleaning stain
- Safe-to-skin product
- No chemical preservatives
- Eco-friendly alternative
- Easy and Convenient
- Long shelf life

Channels



- Online Store
- Online Advertising
- Social Network
- Feedback and Reviews

Cost Structure



- Production cost
- Product development cost
- Marketing cost
- Opportunity cost
- Investment
- Employee salary
- Training

Revenue Streams



- Product sales via online platform
- Business expansion
- Other service and product sales
- Franchise
- Investment

ArigATo
ありがとう