

## I. Business Idea: Banana Chips

Made from locally sourced bananas, these chips provide a healthier alternative to junk food while keeping the exciting taste of flavored snacks. The business aims to serve students and families looking for affordable and tasty snacks.

## II. Analyze Using the BMC

Building Block	Details
Customer Segments	Students, families, sari-sari stores, convenience stores
Value Propositions	Affordable flavored banana chips, great for on-the-go snacking
Channels	Online platforms Shopee, Lazada, Facebook Marketplace
Customer Relationships	Brand loyalty through consistent flavor & quality, seasonal packaging
Revenue Streams	Direct sales of banana chips, online sales, partnerships with resellers & stores
Key Resources	Bananas (raw materials), flavoring ingredients, cooking equipment (fryer, dehydrator), packaging materials, brand logo & design, delivery vehicle
Key Activities	Banana sourcing, slicing, frying/dehydrating, adding flavors, packaging, quality control, marketing (online & offline), distribution to stores
Key Partnerships	Local farmers (banana suppliers), packaging suppliers, flavoring suppliers, logistics/delivery partners, retail stores (sari-sari), online marketplaces
Cost Structure	Raw materials (bananas, oil, spices), flavoring ingredients, labor wages, packaging

### III. Highlight One Innovation Area

Instead of traditional plastic, the chips can be sold in biodegradable or compostable pouches with resealable zippers for freshness. The packaging innovation can attract more attention in stores, improve shelf life, and allow the business to charge a slightly higher price while still being competitive.

### IV. Visual Presentation

