

## Business Model Canvas: Crunchy Bites Banana Chips

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> <li>Banana farmers</li> <li>Packaging suppliers</li> <li>Flavoring suppliers</li> <li>Retail stores</li> <li>Delivery/logistics partners</li> </ul>	<ul style="list-style-type: none"> <li>Banana sourcing</li> <li>Slicing &amp; frying</li> <li>Flavoring</li> <li>Packaging</li> <li>Marketing &amp; distribution</li> </ul>	<ul style="list-style-type: none"> <li>Affordable flavored banana chips</li> <li>Healthier alternative to potato chips</li> <li>3 Flavors: Cheese, BBQ, Chili</li> <li>Locally sourced</li> <li>On-the-go snacking</li> </ul>	<ul style="list-style-type: none"> <li>Social media engagement</li> <li>Brand loyalty &amp; promos</li> <li>Seasonal packaging</li> <li>Sampling events</li> </ul>	<ul style="list-style-type: none"> <li>Students &amp; young professionals</li> <li>Families</li> <li>Sari-sari stores</li> <li>Supermarkets &amp; canteens</li> <li>Online buyers</li> </ul>
Key Resources	Channels	Cost Structure	Revenue Streams	
<ul style="list-style-type: none"> <li>Bananas</li> <li>Cooking equipment</li> <li>Packaging</li> <li>Staff/workers</li> <li>Delivery vehicle</li> </ul>	<ul style="list-style-type: none"> <li>Sari-sari stores</li> <li>Supermarkets</li> <li>School canteens</li> <li>Online shops (Shopee, Lazada)</li> <li>Food stalls/pasalubong centers</li> </ul>	<ul style="list-style-type: none"> <li>Raw materials (bananas, spices)</li> <li>Labor wages</li> <li>Packaging costs</li> <li>Utilities (electricity, gas)</li> <li>Marketing &amp; logistics</li> <li>Permits &amp; licenses</li> </ul>	<ul style="list-style-type: none"> <li>Retail chip sales</li> <li>Wholesale to stores</li> <li>Online sales</li> <li>Bulk/event orders</li> <li>Customized pasalubong packs</li> </ul>	