

Belle Croissant Lyonnais Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> Local farms (flour, dairy, fruits) Packaging suppliers (boxes, bags) Tech companies (POS, website, apps) Coffee roasters (beans, equipment) Delivery services (future) Local businesses (cross-promotions) Tourism agencies (attracting tourists) Cooking schools (collaborations) 	<ul style="list-style-type: none"> Bake pastries & bread Maintain quality standards Manage ingredients Serve customers (in-store & online) Manage staff Promote products (social media, events) 	<ul style="list-style-type: none"> Quality, fresh, local ingredients Variety of products (sweet & savory) Friendly atmosphere & expert advice Convenient location (near Place Bellecour) Online ordering & delivery (future) Rewards for loyal customers Catering for events (future) 	<ul style="list-style-type: none"> Personal service & recommendations Online help (email, chat) Loyalty program & special offers Social media & email updates 	<ul style="list-style-type: none"> Locals (individuals, families, students) Tourists & visitors Office workers (breakfast, lunch) Event planners (catering) Businesses (corporate gifts) Health-conscious consumers (organic options) Gift buyers (special occasions)
	Key Resources <ul style="list-style-type: none"> Skilled bakers & staff Kitchen equipment & shop Website & app Sales & inventory systems Customer data 		Channels <ul style="list-style-type: none"> Shop near Place Bellecour Website & app Social media Local events (future) Delivery (future) 	
Cost Structure		Revenue Streams		
<ul style="list-style-type: none"> Most Important Costs: <ul style="list-style-type: none"> Ingredients (flour, butter, sugar, etc.) Staff salaries & benefits Rent & utilities for the shop Cost Drivers: <ul style="list-style-type: none"> Fluctuating ingredient prices (e.g., seasonal fruit) Labor costs (skilled bakers) 		<ul style="list-style-type: none"> How Customers Pay: <ul style="list-style-type: none"> Cash, credit/debit cards, mobile payments (in-store & online) Potential for subscriptions (future) Pricing: <ul style="list-style-type: none"> Fixed pricing based on type and size Dynamic pricing (discounts for bulk orders, happy hour specials, and premiums for special items, seasonal offerings) 		
	<ul style="list-style-type: none"> Types of Costs: <ul style="list-style-type: none"> Fixed costs (rent, salaries) Variable costs (ingredients, packaging) Potential for economies of scale with increased production 		<ul style="list-style-type: none"> Revenue Sources: <ul style="list-style-type: none"> In-store & online sales (main source) Catering services (future) Potential for: <ul style="list-style-type: none"> Membership fees for loyalty program Branded merchandise Partnerships with other businesses 	