

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<div>Key Partners</div> <div>Influencers - very valuable when doing marketing on So</div> <div>Stores and retailers - creates another channel for customers to be exposed for the product and (hopefully) buy the product.</div>	<div>Key Activities</div> <div>Designing bags</div> <div>Maintaining their digital presence</div>	<div>Value Propositions</div> <div>Modern, colorful bags made in sustainable materials sold for an affordable price.</div>	<div>Customer Relationships</div> <div>Getting customer segment: Through social media or in store experience</div> <div>Keeping customer segment: An engaging, innovative and informal online univers</div> <div>Growing customer segment: Through social media, more exposure of sustainability initiatives and customer satisfaction</div>	<div>Customer Segments</div> <div>SILFEN's target group. Women between the ages 15-25.</div> <div>People interested in colorful, trendy bags.</div> <div>Older age-groups interested in buying sustainable, whilst still being trendy and modern.</div>
	<div>Key Resources</div> <div>Physical: Production plants in China and India.</div> <div>Intellectual: Social Media partnerships</div> <div>Human: The young and dedicated team behind the brand</div>		<div>Channels</div> <div>Online through: silfenstudio.com</div> <div>In stores such as Bahne and Magasin or smaller retailers such as Munk Store and Prinsesse2ben.</div> <div>Partner channels: Influencers on Social Media.</div>	
<div>Cost Structure</div> <div>Paid partnerships</div> <div>Salaries</div> <div>Platform costs</div> <div>Advertisement</div> <div>Production costs</div>			<div>Revenue Streams</div> <div>Product purchases</div>	