Designed for:

Designed by:

experience

Date:

Version:

Key Partners



Influencers - very valuable when doing marketing on So

Stores and retailers - creates another channel for customers to be exposed for the product and (hopefully) buy the product.

Key Activities



Value Propositions



Getting customer segment:



Customer Relationships

Through social media or in store



SILFEN's target group. Women between the ages 15-25.

Customer Segments

People interested in colorful, trendy bags.

Older age-groups interested in buying sustainable, whilst still being trendy and modern.

Designing bags

Maintaining their digital presence

Modern, colorful bags made in sustainable materials sold for an affordable price.

Keeping customer segment: An engaging, innovative and informal online univers Growing customer segment: Through social media, more exposure of sustainability initiatives and customer satisfaction

Channels



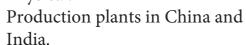
Online through: silfenstudio.com

In stores such as Bahne and Magasin or smaller retailers such as Munk Store and Prinsesse2ben.

Partner channels: Influencers on Social Media.

Physical:

Key Resources



Intellectual: Social Media partnerships

Human: The young and dedicated team behind the brand

Cost Structure



Revenue Streams



Paid partnerships

Salaries

Platform costs

Production costs

Advertisement

Product purchases













