

KEY PARTNERS



- Local and National Product Suppliers
- Shop owners
- Chapa Payment Gateway
- IT Support Firm
- Delivery Contractors (Bike and Vehicle Couriers)

KEY ACTIVITIES



- Developing the website
- Buying delivery equipments
- Employing
- Renting office
- Talking with shops

KEY RESOURCES



- Servers,
- Skilled programmers,
- Delivery personnel,
- Pcs,
- Software products or frame works

VALUE PROPOSITIONS



For buyers

- Reduce the hustle and frustration to find their desired product
- Help them to compare products from shop to shop (price wise or quality wise)with a just few clicks

For Shops

- It brings more customer base(more exposure)
- They can easily track and manage their inventory
- No need to worry about the delivery

CUSTOMER RELATIONSHIP



- Self-service through website and mobile app
- Vendor onboarding and support team
- Real-time updates for customers (tracking, notifications)
- Feedback and rating systems to improve experience
- Future loyalty program and vendor subscription perks

CHANNELS



- Social media
- Website
- Advertisement
- In person

CUSTOMER SEGMENTS



- Shops
- Frequent social media users
- Middle class busy individuals (who hate the hustle)
- Offline businesses ready to transition into digital commerce

COST STRUCTURE



- Delivery equipment
- Salary for employees
- Rent for the office
- Payment for tele

REVENUE STREAM



- Advertisement
- Subscription
- commission