The Business Model Canvas

Designed for: CheapShop

Designed by: CheapShop

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Iteration: No. 2

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS:
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Auchan
Minipreço
Pingo Doce
Continente
El Corte Ingles
Eleclerc
Froiz
Intermache
Deco Proteste
(no futuro)

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
Production
Problem Solving
Platform/Network

Comparação de preços de produtos de supermecado

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Marketing
Servidores
Computadores
Engenheiros informáticos
Investimento externo

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Comparação de preços de diferentes produtos de supermercados facilmente.

O problema primário que o CheapShop resolve é ajudar os clientes a encontrar os melhores negócios em produtos de mercearia. É uma atividade que demora muito tempo se feita de forma manual - o CheapShop agiliza esse processo ao centralizar os preços numa só plataforma.
Também contribui para a organização da lista de compras mensal. É um "one-stop-shop" para comparação de preços.
Poupança de dinheiro para os mesmo produtos.

Oferecemos um pacote básico - versão grátis - que tem todas as funcionalidades de comparação mas com anúncios, para clientes "price-sensitive".

Oferecemos um pacote premium- com todas as funcionalidades (e outras a serem desenvolvidas no futuro, como padrões de compras utilizando IA) mas sem anúncios.

Conveniência, informações relativas a produtos, planeamento de orçamento

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Contacto por email ou formulário - gratuito

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES:
1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

Redes sociais
Publicidade em diferentes meios de comunicação
Parecerias com os supermercados

Os mais eficientes serão em redes sociais e em meios de comunicação mais genéricos.

Customer Segments

For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Criamos valor para quem procura uma forma eficiente e conveniente de poupar dinheiro e manter-se informado relativamente a preços de supermercados.

Pessoas que fazem compras nos supermercados de forma mais assídua e regular, estas por norma estão mais atentas e preocupadas com o valor dos produtos. Futuramente este tipo de clientes serão os mais importantes, vistos que têm capacidade para indicar algum tipo de oscilação de preços ou atualizações que não se verifiquem nos websites.

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE:
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS:
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Salários para colaboradores.
Sede da empresa
Equipamento administrativo e técnico (computadores, eventuais licenças)
Gastos em deployment da plataforma
Manutenção

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES:
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING
List Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING
Negotiation(bargaining)
Yield Management
Real-time-Market

Subscrição mensal, semestral ou anual.
Publicidade

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