

# Business Model Canvas

## 1) Value Propositions

- A unified online platform for local brands to showcase and sell products.
- No high marketing costs for small business owners.
- Seamless and secure shopping experience for customers.
- Multi-language support (Arabic & English).
- Customer reviews and rating system to enhance trust.

## 2) Customer Segments

- Small business owners and local brands looking for a cost-effective selling platform.
- Consumers who prefer unique, high-quality local products.
- Entrepreneurs and e-commerce beginners who want to enter the market.
- Online shopping enthusiasts looking for a streamlined experience.

## 3) Key Activities

- Platform design and development.
- Vendor onboarding and support.
- Marketing and brand awareness campaigns.
- Customer support and engagement.
- Payment and delivery integration.
- Continuous UI/UX improvements based on user feedback.

## 4) Key Resources

- UX/UI design tools (Figma, Adobe XD).
- Customer support and management systems.
- Secure payment gateway integrations.
- Marketing and content creation resources.
- Data analytics tools to track user behavior.

## 5) Customer Relationships

- Dedicated customer support (Live chat, Email, Social Media).
- Community engagement through social media and blogs.
- Loyalty programs and special offers.
- Personalized shopping recommendations.
- User feedback and iterative design improvements.

## **6) Channels**

- Website and mobile app.
- Social media platforms (Facebook, Instagram, X, TikTok, etc.).
- Email marketing campaigns.
- Influencer and affiliate partnerships.
- Paid advertising (Google Ads, Meta Ads, etc.).

## **7) Key Partnerships**

- Local businesses and emerging brands.
- Payment gateway providers (e.g., Visa, Mastercard, Fawry, Paymob, Meeza, online wallets).
- Delivery service providers for seamless logistics.
- Digital marketing agencies and influencers.
- Government or NGO initiatives supporting local businesses.

## **8) Cost Structure**

- UX/UI design and platform development.
- Marketing and advertising expenses.
- Customer support and maintenance.
- Payment gateway and transaction fees.
- Server and hosting costs.

## **Revenue Streams**

- Commission on each sale made through the platform.
- Subscription plans for premium vendor features.
- Advertising and promotional placements.
- Partner collaborations and sponsorships.
- Delivery service fee integration.