The Business Model Canvas

KeyPartners



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

Formative Market sellers Resellers Influencers

KeyActivities



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

CollectCleanCommunicate Design Create collection Create product

Key Resources

Humans resources us teams

Revenue Streams?

Local People

ShopMachine

What Key Resources do our Value Propositions require?

Our Distribution Channels? Customer Relationships?





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?

Bags Shoes

European design Occidental design

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?

Collections Newsletters

Customer Segments



Rich Indian People

To be better defined to find the right channels



Through which Channels do our Customer Segments want to be reached?

Howare we reaching them now? How are our Channels integrated? Which ones work best?

How are we integrating them with customer routines?

Advertising Stores Website

Channels



Which ones are most cost-efficient?

Showroom

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?

Local people *Tools* Electricity Water Domaine name Employee's salary



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?

Unit sales









