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**Traditions of India**

**Concept**

The Business Model Canvas has been made to illustrate and represent an entrepreneurial idea of an Indian style tea and health bar in Ontario with a unique organic menu that offers the traditional and authentic subcontinental taste and cultural experience offering organic Assam and Darjeeling tea, served with a blend of Indian spices like Saffron, Cardamom, Garam Masala(hot spice blend) and jaggery(Gud) served in the traditional Indian style glass/cup made up of kullar or terracotta due to its health benefits, alongside with the fact that it is an environmental and eco-friendly mode of serving.

The bar will also offer and serve health drinks such as ‘‘golden milk’’/ traditional Indian drink, Indian gooseberry or Amla shots and Triphala shots which is a three fruit Ayurvedic herbal juice consisting of equal parts of three myrobalans consisting of Amalaki (Emblica Officinalis), Bibhitaki (Terminalia bellirica), and Haritaki (Terminalia chebula) (Ayurvedic pharmacopeia committee, 2003).

The theme and ambience of the bar will be based on Indian culture highlighting and depicting different colours and celebration of India such as Holi, Diwali(Festivals of Lights), Dussehra, Eid along with some artefacts and paintings showcasing world-renowned Indian monument Taj Mahal and sculptures of elephants and horses decorated with colourful semi-precious stones, to create the fell of joy and celebration in the bar because the ambience and customers experience plays a very vital part in the success of any entrepreneurial idea.

We believe this idea has money-making potential because ‘‘Retail value sales and retail volume sales of tea rise by 10% and 2% respectively in 2019 to reach CAD989 million and 17,595 tonnes, Healthy tea finds favour with Canadian consumers, Foodservice volume and retail volume sales of tea grow by 4% and 2% respectively in 2019 and Retail sales of tea are set to rise at a 13% CAGR in current value terms (11% in 2019 constant value terms) and a 6% CAGR in volume terms over the forecast period’’. (Euromonitor International., 2019). This idea fits with our upbringing because we belong to a tradition and cultural family where traditions and culture are given lots of importance and globallychai/tea is more than just a cup of tea to start the day the thick sweet drink is an integral part of the rhythm of life and culture. (Marks, Z., & Gellatly, R., 2014).

**Customer Segments**

The analysis of the information collected using primary research method such as survey, conducted using a funnel method, we have collected some interesting demographic factum that our potential target customers are the people who are aged between 25 years and 44 years (Appendix 3), these are the people who have a strong passion and orientation towards organic or blended tea along with freshly prepared health shots(Appendix 3), made upon of all-natural ingredients because of their awareness about their wellbeing and health, as our offerings offer and address their pain of having limited or sparse healthy fresh drinks and beverages available people who want health beneficial products our customer segmentation is based on the segmented market living in Ontario.

**Value Propositions**

The value proposition Authentic and Traditional experience by offering Organic Assam and Darjeeling tea, Saffron, Cardamom, Garam Masala (hot spice blend) and jaggery (Gud), ‘‘golden milk’’/ traditional Indian drink, Indian gooseberry or Amla shots and Triphala shots which is robust and fresh products which is prepared with organic preparation which is served in a unique eco-friendly serving.

Our products and services will address the pains which we believe our customers encounters in the market which includes social segregation, lack of freshly prepared health drinks, lack of cultural connection, social inequality, lack of quality drinks along with lack of value for money options available in the market with convenience. Furthermore, through from our reliable and authentic products and services by which customers will gain and have access to network with people who share a similar passion and enthusiasm, enjoy healthy and fresh drinks with superior organic offerings through which customers will gain desired physique and better health condition that will aid them to have better social standing.

**Customer Relationships**

We intend to build a strong customer relationships by delivering the best customer experience through organizing various social events for example tea talks and health talks in which we will invite well know celebrities, social workers and health experts by build relation with the community at large, we will also build relationship by delivering innovative offerings which are healthy & delectable. To make personalized relation with the customers we will sent them personalized greetings on their special occasions for example on birthdays and anniversaries through emails and telephonic.

**Channels**

We plan to have multiple channels to offer our products and services which include a storefront, website which will be promoted using the social media platforms, electronic emails and to enhance our digital presence we will adopt combination of SEM (Search Engine Marketing) and SEO (Search Engine Optimization) further to towards community building we organize some donation and charity events.

**Revenue Streams**

We intend to generate revenue through 3 main streams; sale of products, advertising revenue, and membership subscriptions. Processed organic tea products, such as Assam and Darjeeling tea, Saffron, Cardamom, Garam Masala, and jaggery (Gud), can be bought with cash or debit/credit card. Additionally, health drinks such as ‘‘golden milk’’ (traditional Indian drink), Indian gooseberry or Amla shots and Triphala shots will also be available for sale to customers in-store, via telephone and online. We also intend to generate revenue from advertising products and services for individuals and businesses. Businesses and individuals can use our platform to tell the public about what they do at a fee. Our third revenue stream will be from membership subscriptions. That is with attractive monthly, quarterly and yearly plans, customers will pay an amount and in return, we deliver our products regularly.

**Key Activities**

These are the most important tasks we must carry out to fulfill our business purpose. The first activity is Production, which entails the design, creation, and delivery of significant quantities of organic tea products and natural drinks. Sales and Customer Service activities in the bar, via telephone and through our website, play a key role in the purchase and post-purchase behavior and experience of your customer. Research and Development involve the use of innovation in creating new products and looking into existing products to see if they require upgrades based on evolving consumer needs or product glitches that need resolving. The use of various platforms and network systems for sales and customer service activities in delivering products to customers. Through online sales via our website, phone, and liaising with delivery partners such as uber eats, door dash, and skip the dish, we can deliver our value proposition to customers. Managing the right number of staff at all times to deliver the service quality we promised our cherished customers is a key activity in our operations. Finally, training staff to deliver exceptional service and customer experience is a key activity.

**Key Resources**

These are the main inputs needed to produce and deliver products to our cherished customers. Capital is a key resource needed in our business and angel investors are one of such resources for our business. Individual partners and banks are also another set of resources. Regulatory Licenses and Requirements are the federal and provincial obligations we need to satisfy before we can legally operate in Ontario. For instance, as a business, you need to apply for a business license and permit from the City of Toronto. There are also licenses for operating a bar issued by health authorities in the area. One other resource for our business is the raw materials and ingredients for producing the various organic tea and drinks. Most of these will come from our partnership with local suppliers (Indian stores) in the Toronto area. Our employees are the people who make things happen both on the scene and behind the scene. Because our business operations require a great deal of creativity and skill, our employees play a pivotal role in the business. We need them to be innovative, skillful in the production and delivery of our products to customers. We also need commercial space for the storage of raw materials, production, and a bar to serve our customers. This will be leased for a period and renewed subsequently. Cashier Tills/ POS, Computer, and Networking Systems are resources our employees need to be able to deliver products and services in the bar, via telephone, and online through our website. Kitchen utilities and Furniture are other resources needed in the production process, for example, tea kettle, thermos flask, tea filter, tea warmer, traditional Indian style teacups, and so on. Additionally, setting up the bar with traditional Indian furniture to create the ambiance and atmosphere that resonates with the people. The Registered Trademark and Brand is a resource that takes a great deal of time and expenditure to develop, but once developed, it will offer unique advantages to the company. This resource is equally important because it represents the image and what our business stands for.

**Key Partners**

These are our relationships with other businesses as we all work to achieve our business goals. First is our network of suppliers; these are our partnership with suppliers of raw materials, software vendors, and so on. Suppliers of raw materials will be local Indian stores in the Ontario area. We are also looking at long-term partnerships with local farmers. The network also includes our software vendors, Koomi, with features such as POS, Integrated Mobile Ordering Applications (Prepay, pick-up and go), Integrated Payments (payment processing solutions), Inventory management and so on. Working with communities in our local area, for example, the Indian community, international student bodies in the Ontario area, etc. is an important partnership for our business. We seek to create a sense of community for newcomers, and international students, and therefore the need to work with communities to embrace these people. Another partnership we value is the one with our distribution and delivery partners like Uber eats, skip the dish, and door dash. With our online, self-service, and telephone orders, these partners will deliver products to customers in the comfort of their homes and offices.

**Cost Structure**

This is the final step in the process and it defines all the costs and expenditures that our business will incur while in operation. Basically, they are made up of fixed and variable costs. Fixed cost is the cost that remains unchanged regardless of the amount of output we produce, for example, rent, electricity, water, advertising, insurance, interest expense, and so on. Variable cost on the other hand change with production volume and includes the payment to suppliers (raw materials), labor, legal and administrative cost, and other miscellaneous costs. We are value-driven because our value proposition is to bring value to our customers by delivering healthy and fresh offerings. It is however worth mentioning that our partnership with suppliers gives us the opportunity to buy in bulk at reduced cost leading top economies of scale. Additionally, our unique blends of raw materials in production and serving in pairs will lead to economies of scope as producing and serving some products together as per the menu will be cheaper than producing and serving the same individually.

**Conclusion**

The next steps with this idea will be to formulate and present a professional business model that will enable us with the opportunity to venture capital while generating other resources by taking part in various entrepreneurial and networking events where we can present our ideas in front of potential investors in order to raise required funds to introduce and launch our offerings in the market this will significantly increase our chances of success, If it is incorporated realistically and in a comprehensive manner while working on some important aspects which are paramount to be considered such as flavor and taste, ingredients used in the products, presentation, freshness and most important customer experience.

**Overall feasibility,**

Looking at our financial records, we can confidently say our idea is feasible, and investors will have a good return on their investment. From our 1st Year Income Statement, you can see we made losses in the first 8 months but started making profits from the 9th month to the end of the year. We recorded $26,310 as of the end of year profit, and 9% as ROI, though we recorded losses at the beginning of the year. In our 2nd and 3rd years, end of year profits was $137,910 and $184,110 translating to ROI of 45% and 60%, respectively. This is an indication that our investors will have a super return on the $307,350 invested in Traditions of India.

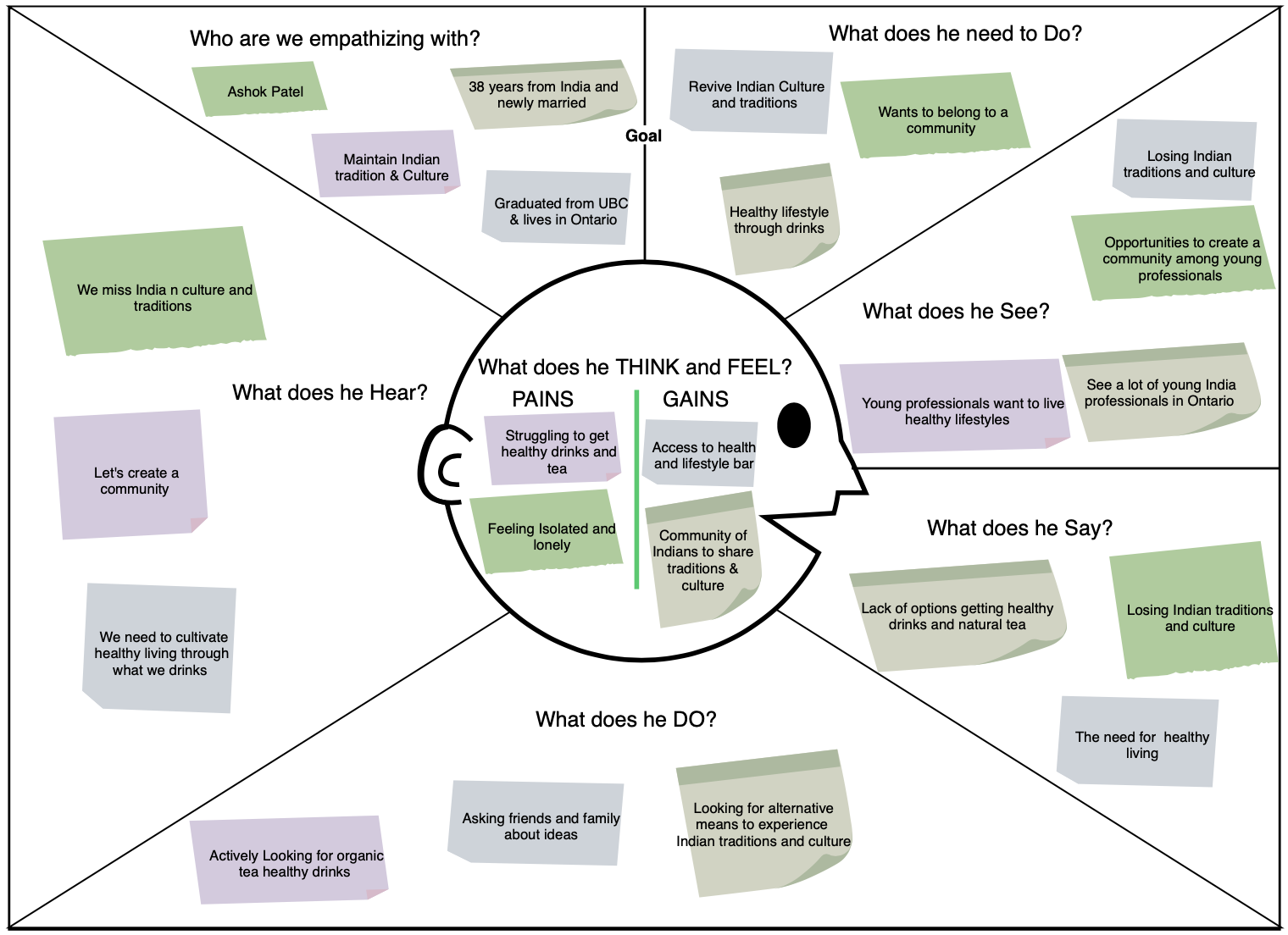
**Self-reflection**

**Prafful Bhardwaj**: For me this entrepreneurial journey has been splendid it has encouraged me to think and believe on the saying that sky is the limit and upon logical analysis of our idea, we have developed a strong passion towards entrepreneurship because I have realized and learned that business in all about people which revolves around how to solve the pain of the customer to gain as an entrepreneur.

## Ushau Osumanu: This entrepreneurial journey has been a reflective one as I keep thinking about some of the problems that I have encountered and how I could have turned them into ideas if I had this knowledge. With each concept that was covered, I feel more confident and see how I could have tackled the problems around me converting pains into gains. I have also learned the powerful force of collaborating with someone and brainstorming to find solutions to problems.

**Appendices**

Empathy Map (Appendix 1)

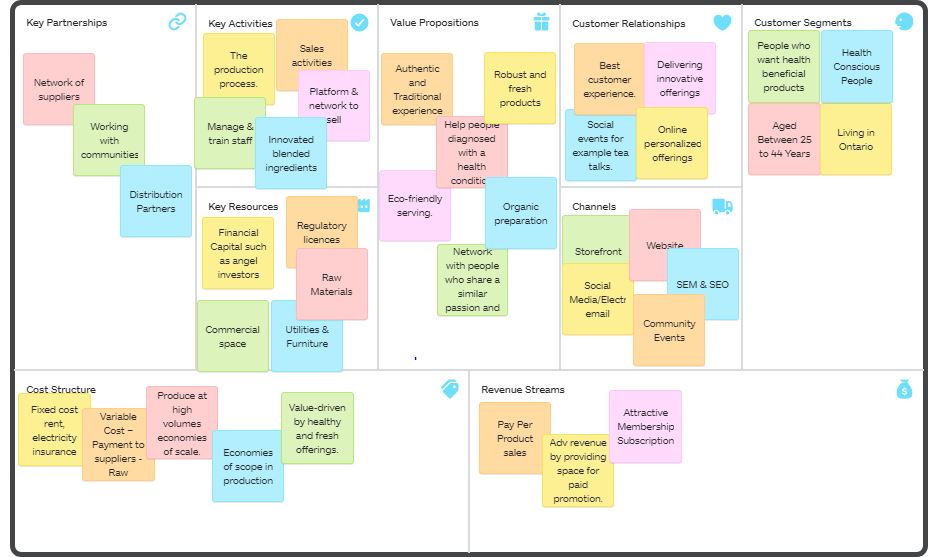
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**Value Proposition Canvas (Appendix-2)**

**![A close up of a piece of paper

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generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAYABgAAD/4RD0RXhpZgAATU0AKgAAAAgABAE7AAIAAAAOAAAISodpAAQAAAABAAAIWJydAAEAAAAcAAAQ0OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAGFtaXQgYmhhcmR3YWoAAAWQAwACAAAAFAAAEKaQBAACAAAAFAAAELqSkQACAAAAAzE5AACSkgACAAAAAzE5AADqHAAHAAAIDAAACJoAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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**Business Model Canvas (Appendix 3)**

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**(Please note for the below mentioned financial statements please refer to enclosed excel file)**

1. Start-up cost statement (Appendix 4)
2. Three Years proforma income statements (Appendix 5)
3. Three Years proforma balance sheets (Appendix 6)
4. Three Years proforma cashflow statements (Appendix 7)
5. ROI for Three Years (Appendix 8)

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