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| **2. The Business Model Canvas** | |  | | |  | |  | |
| **Key Partners:**   |  | | --- | |  |   ***Internal Partners***   * Project Sponsor * Executives * Program Manager * Project Manager * Employees   ***External Partners***   * Suppliers * Project Sponsor * Venture Capitalist | **Key Activities:**   |  | | --- | | Creating an augmented reality image processing application for the welfare of the customers as it can be easily accessible, convenient through virtual mode. | | | **Value** **Propositions**:   |  | | --- | |  |      * Satisfying Customer Social needs * Eliminating Potential threat by creating a secured database * Customer Convenience * Easily Accessible | | | **Customer Relationships**:   * Customer Relationship Management (CRM) Focusing mainly on customer’s data * Holistic marketing * Internal Relationship * Performance Analysis (Financial and Non-Financial goals) | | **Customer Segments**:   * Youth * Adults * Professionals * Executives   ***Value-Delivery Process***   * Choosing the Value * (Knowing the product Identifying the segment) * Providing the value (Setting the price for the customers) * Delivering the values (Finally reaching the customers) |
| **Key Resources:**   |  | | --- | | * Budget * AI professionals * Materials * Human resources * Design | | | **Customer Channels**:   * Social websites * Social media * Through fashion-based segments * Through fashion retail stores * Sample testing (Marketing) | |
| **Cost Structure**:   |  | | --- | |  |  * Project Investment * Technology investment * Manufacturing design * Customer Data * Raw materials | | | | **Revenue Streams:**   |  | | --- | |  |  * Social Media influencers * Social websites, Advertisements * Fashion retail outlets | | | | |