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| **Business Model** | |  | | |  |  |  |  |  |  |
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| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | **Customer Segments** | | |
| **1. Suppliers Partnerships**   * **Local Food Suppliers**: Partnering with local food suppliers and farmers to ensure the sourcing of fresh, high-quality ingredients. * **Packaging Companies**: Collaborating with companies that specialize in safe and attractive food packaging, which can enhance the customer experience.   **2. Payment and Financial Services Partnerships**   * **Payment Gateways**: Partnering with platforms like PayPal, Stripe, or any local payment gateway to facilitate online transactions. * **Digital Wallet Companies**: Collaborating with services like Apple Pay or Google Pay to make mobile payments easier for customers. | * **Order Management**: Processing and confirming orders, managing inventory. * **Food Preparation**: Developing recipes and preparing food daily. * **Customer Support**: Handling inquiries and collecting feedback. * **Marketing**: Promoting on social media and creating engaging content. * **Website Maintenance**: Updating product listings, ensuring payment systems work properly. | | **High-quality homemade food delivery**: Offering fresh, high-quality, locally prepared meals with attention to detail.  **Customizable options**: Allowing customers to personalize their meals based on their dietary preferences and needs.  **Focus on the local community**: Supporting local chefs and communities by providing a platform for them to showcase their products and interact with local customers. | | | * **Order Tracking and Notifications:** Providing real-time updates on order status, delivery progress, and payment confirmations to ensure customers are informed and satisfied throughout their experience. * **Personalized Customer Support:** Offering dedicated customer service for inquiries related to orders, meal customization, and troubleshooting, ensuring a smooth and supportive experience for each customer. * **Loyalty Programs:** Providing discounts and exclusive coupons for repeat customers to attract and encourage them to return, helping build long-term relationships. * **Community Engagement:** Engaging with customers through blogs, recipes, and cooking forums where they can share ideas and experiences, strengthening ties with the local community. | | * **Food Enthusiasts & Home Cooks: Individuals passionate about cooking and trying new, customizable homemade meals.** * **Health-Conscious Consumers: Customers seeking healthier meal options like organic, gluten-free, or low-carb meals.** * **Busy Professionals & Families: People who need convenient, high-quality, home-delivered meals.** * **Local Community Members: Customers who prefer supporting local businesses and enjoy fresh, locally-sourced ingredients.** * **Students & Young Adults: Young customers looking for affordable, easy-to-prepare meals with a community feel.** | | |
| **Key Resources** | | **Channels** | |
| * **E-commerce Platform: Website and app for browsing, ordering, and managing accounts.** * **Food Suppliers & Delivery Network: Local suppliers and an efficient delivery system.** * **Customer Support Team: Dedicated team for inquiries and support.** | | * **E-commerce Website**: The primary sales platform. * **Social Media Platforms**: Promote products and engage customers. * **Email Marketing**: Share offers and updates with registered users. | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | |
| * **Platform Development & Maintenance: Costs for building, updating, and maintaining the website and mobile app.** * **Food Procurement & Inventory: Expenses related to sourcing ingredients and managing inventory.** * **Delivery & Logistics: Costs for transportation, packaging, and managing delivery operations.** * **Marketing & Advertising: Budget for promoting the platform through ads, social media, and campaigns.**   **Customer Support & Operations: Costs for staffing customer service and operational management.** | | | | * **Order Sales: Revenue generated from the sale of homemade food through the platform.** * **Delivery Fees: Charges for delivering food to customers.** * **Subscription Fees: Offering premium memberships for exclusive deals, discounts, or early access to new products.** * **Advertisement: Revenue from advertising partnerships or featured listings for sellers on the platform.** * **Commission on Vendor Sales: Earning a percentage from sales made by third-party vendors on the platform (if applicable).** | | | | | | |