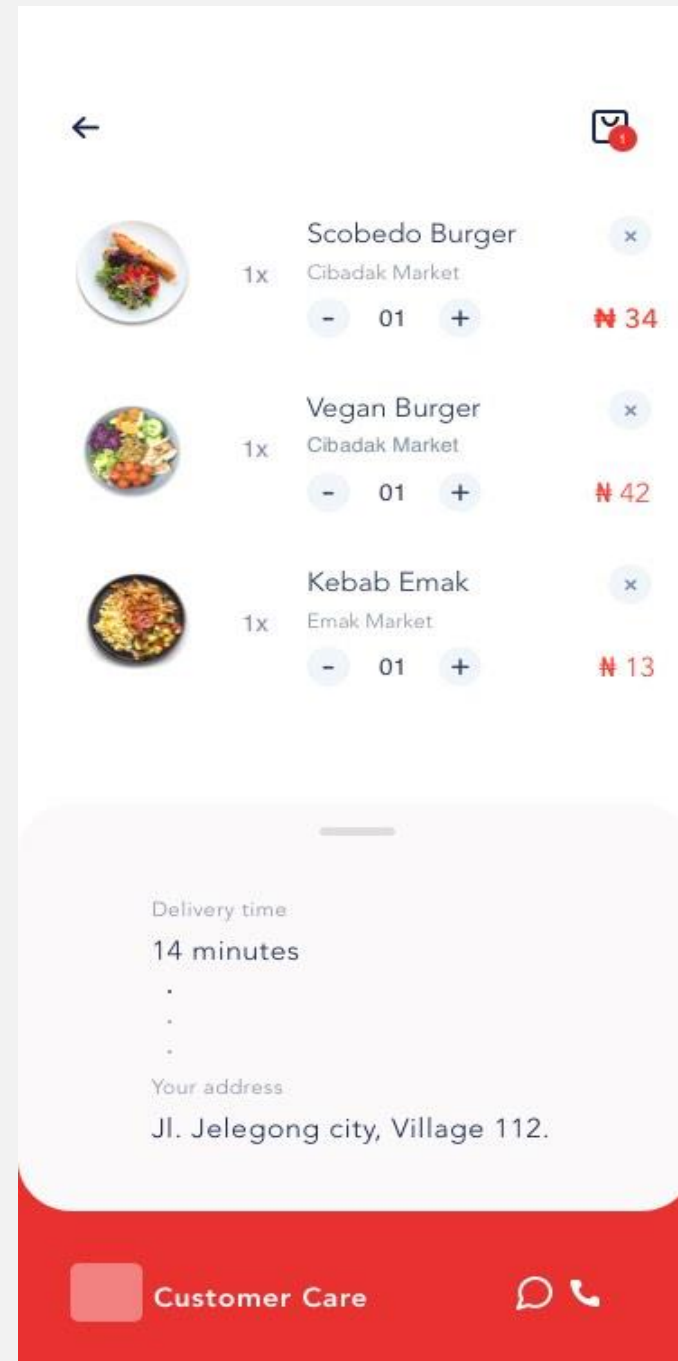
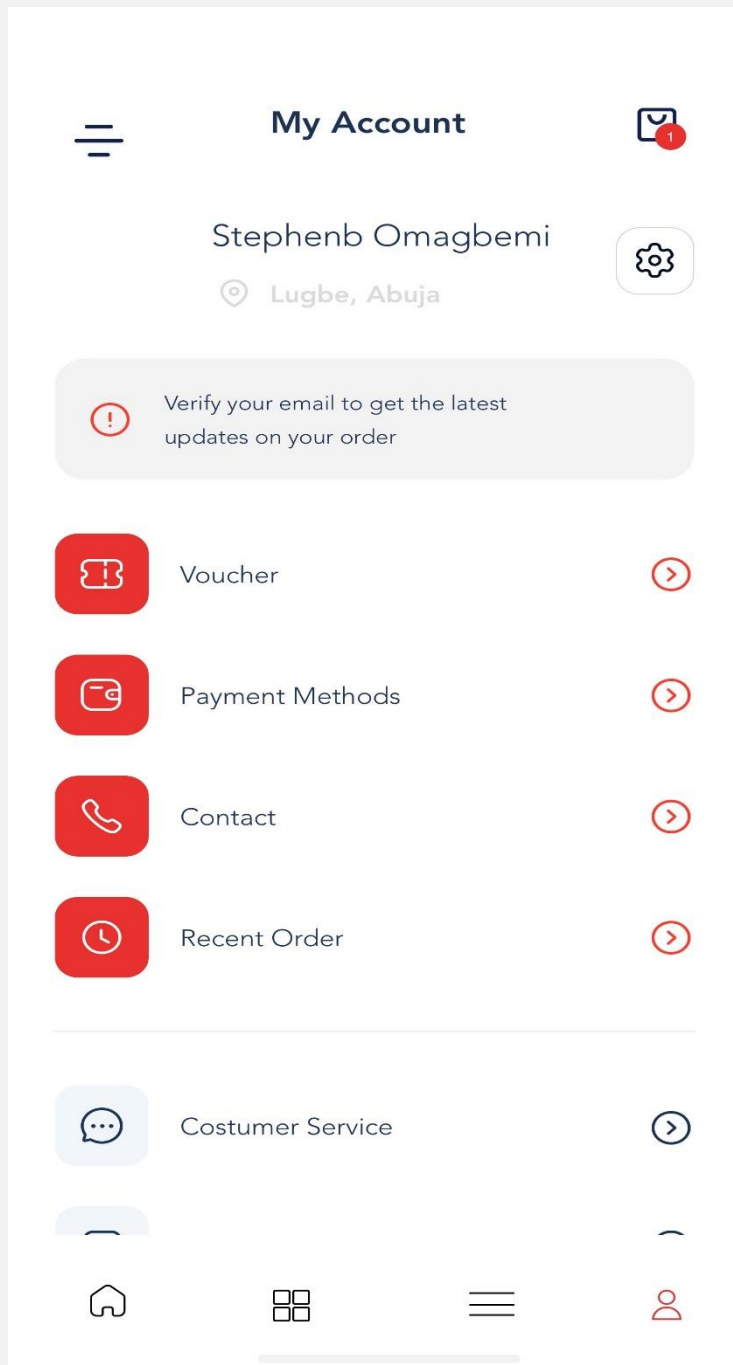


MealMap BUSINESS MODEL CANVAS

KEY PARTNERS 1. Logistics 2. Dietician 3. Cooks 4. IT support 5. Foodstuff supplier	KEY ACTIVITIES What key activities do we need to deliver our customer experience? 1. Drafting of Diet Plans 2. Provision of different delicacies for customers to choose from and add to their meal plan 3. Preparation of the meals 4. Management of customer orders 5. Delivering the meals to users' door step 6. Video illustrations to show the public on how to use the platform to handle their needs. KEY RESOURCES 1. A station for Operation. 2. Cooking utensils. 3. Raw food materials 4. Computers 5. Staffs	VALUE PROPOSITION 1. The value of this system is to save customers the stress of thinking of what to eat, how to prepare the meal and when to prepare the meal. 2. The system is going to provide the customers with different kind of delicacies to either add to their meal plan or order right away. 3. The system is going to provide customers with variety of meal plan choices to pick the one that best suites their need or their medical condition. 4. The food is going to be delivered to their doorstep so a lot of hassle is being removed when it comes to food.		CUSTOMER RELATIONSHIP The system is designed to target the middle class so the services are going to be affordable to some extent because we are targeting a large base of customers so it does not have to be so expensive. CHANNELS The channels we plan on using to get through to our customers are; <ul style="list-style-type: none"> Social media paid advertisements Few selected Instagram influencers paid to advertise our services/products Email marketing 	CUSTOMER SEGMENTS <ul style="list-style-type: none"> People that work from home. People with medical condition that requires a diet Homes with working class mothers with no time to cook. Homes with kids that would like to take meals to school.
COST STRUCTURE This business model is designed to be cost effective because of the fact that it is a start up and the aim is to maximize the limited resources available on the table, a more detailed review on the cost is going to be carried out. The cost we are going to be incurring are: <ul style="list-style-type: none"> Cost of Operational station Cost of food material supply Cost of payment of staff Cost of materials for operations (computers, cooking utensils). 		REVENUE STREAM(S) The revenue stream for this business is going to come from: <ul style="list-style-type: none"> Customization of meal plan to fit a specific condition Sales of meal Delivery of meal 			





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Dessert



Fresh Fruit Salad

select your fruit mixture

NGN 550

