

Business Model Canvas - Tee Lek Salapao

Customer Segments

- Office & Government Staff
- Event Organisers & Corporates
- Grab-and-Go Consumers
- Online Fans

Value Propositions

- Convenience & Speed
- Entry price ฿25-35
- Multiple formats (Shop, Food-truck, Catering)
- Promo giveaways & mascot experience
- Varieties and seasonal fillings

Channels

- Retail Outlets / Flagship
- LINE MAN Delivery
- Food-truck Events
- Social Commerce (LINE, FB, IG, TikTok)
- Catering Hotline

Customer Relationships

- Game-based rewards & loyalty
- Mascot roadshow for UGC
- 24/7 Chatbot & Admin support

Revenue Streams

- Bao retail ฿25-35
- Dim-sum sets ฿30-40
- Snack Box from ฿35
- Food-truck setup ฿3,000 + sales
- Merch & collectibles

Key Resources

- Central kitchen & logistics fleet
- Recipe & Mascot IP
- Content / Creator team
- Ordering & KPI dashboard

Key Activities

- Produce & distribute twice daily
- Create TikTok / Reels content
- Manage promotions & loyalty
- Roadshows / Events
- Quality feedback loop

Key Partnerships

- Raw material suppliers
- Cold-chain logistics
- Event organisers
- Foodie influencers
- Packaging printers

Cost Structure

- Ingredients 32 %
- Labour & delivery 18 %
- Rent / Booth 10 %
- Marketing & giveaways 10 %
- Packaging 5 %
- Others 5 %

Action Plan & KPI

Pain Points

- Raw-material cost rising
- Transport & QC issues
- Late / incorrect deliveries
- Low brand awareness (Bangkok)

Quick Fixes (<3 mths)

- Lock-in supplier prices
- Hybrid meat-plant filling option
- Thermo bags & temp sensors
- Realtime order dashboard alert
- TikTok challenge #TeeLek35

Mid-Term Solutions

- Regional micro cold-storage hubs
- Micro-kitchen in west Bangkok
- Route optimisation & rider training
- Pop-up at BTS + CBD kiosk

12-Month KPI Targets

- Revenue +35 % YoY
- ≥ 4 Food-truck events / month
- ≥ 40 % repeat purchase (LINE OA)
- 90 % on-time (<45 min) delivery
- Gross margin ≥ 38 %