











Business Model Canvas

BeytiBites
BeytiBites Team
15/10/2024
V0.01

<div><div>Key Partners</div><div></div><div>Local ingredients suppliers for fresh, high-quality produce. Food packaging suppliers for eco-friendly packaging. Delivery partners to ensure efficient and timely order fulfillment. Food bloggers and influencers to promote the brand. Strategic partnerships with marketplaces for increased reach.</div></div>	<div><div>Key Activities</div><div></div><div>Meal preparation and cooking with a focus on traditional Egyptian home-cooked flavors. Product development to expand the menu based on customer preferences. Marketing and social media management to create brand awareness. Logistics and delivery coordination for a smooth customer experience.</div></div> <div><div>Key Resources</div><div></div><div>Human: Skilled chefs specializing in Egyptian cuisine. Physical: Kitchen facilities and delivery equipment. Financial: Funding for ingredients, logistics, and marketing activities. Intellectual: Brand identity, recipes, and customer database.</div></div>	<div><div>Value Propositions</div><div></div><div>Fresh, homemade meals that bring traditional Egyptian flavors to customers' doorsteps. Convenient, affordable, and healthy alternatives to fast food. Customizable meal options to suit different preferences and dietary needs. A focus on authentic taste and cultural nostalgia. High-quality packaging to maintain the freshness of the food.</div></div>	<div><div>Customer Relationships</div><div></div><div>Personalized support through direct communication via WhatsApp and social media. Loyalty program to reward repeat customers. Regular updates and engagement through social media channels. Feedback-driven service improvements to meet customer needs.</div></div> <div><div>Channels</div><div></div><div>Social media platforms (Facebook, Instagram) for promotion and interaction. TikTok will be integrated in the next phase. Own website for direct orders and showcasing the menu. Third-party delivery apps for increased reach and convenience.</div></div>	<div><div>Customer Segments</div><div></div><div>Busy professionals seeking convenient and healthy meal options. Families looking for traditional Egyptian home-cooked food. Health-conscious individuals preferring fresh, homemade alternatives to fast food. Egyptian expatriates seeking a taste of home.</div></div>
<div><div>Cost Structure</div><div></div><div>Busy professionals seeking convenient and healthy meal options. Families looking for traditional Egyptian home-cooked food. Health-conscious individuals preferring fresh, homemade alternatives to fast food. Egyptian expatriates seeking a taste of home.</div></div>	<div><div>Competitors</div><div></div><div>Ingredient costs for fresh, high-quality produce. Labor costs for chefs and delivery staff. Marketing expenses including social media advertising and influencer fees. Packaging and delivery costs to maintain food quality. Website maintenance and customer support costs.</div></div>	<div><div>Revenue Streams</div><div></div><div>Direct sales from the website and social media platforms. Subscription packages for regular customers. Catering services for events and family gatherings. Partnership commissions from third-party delivery services.</div></div>		