

# **Business Model Canvas**

**From:**

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# Dairy Farm

<b>Key Partners</b>  Distributors  Retailers  Planting corn third party.  management team or profit team that engages our consultants to be active participants in the farm's progress.  Milkmen who already have wide network in market.	<b>Key Activities</b>  Building relationships with in the industry.  Partnership with quality suppliers.  Marketing and branding of products.  <b>Key Resources</b>  Knowledge  Buffaloes and Cows  Land for farm  Employees for tack care of animals.  Corn and Feed	<b>Value Propositions</b>  All natural ingredients and related health benefits.  An alternative for consumers who are lactose intolerant.  Social: The appearance of being "in the know" about health and wellness.  Emotional: The promotion of personal wellbeing.	<b>Customer Relationships</b>  Develop a brand that is consistent with a growing "support local culture".  Build a reputation as a consistent and timely supplier of our products with manufactures and wholesale retailers.  <b>Channels</b>  Direct to customers in local areas.  Dairy Hotels in big cities.  Through our suppliers.  Small well-loved milk men.	<b>Customer Segments</b>  INDIVIDUAL CONSUMERS  * Product conscious  * Health Conscious  * Busy professionals  WHOLESALE RETAILERS  * Milk Shops  * All natural/health grocery stores  * Specialty product stores like bakeries and sweat shops.
<b>Cost Structure</b>  * Ingredients * Production facility * Packaging inputs * Delivery		<b>Revenue Streams</b>  * Product sales to Individuals. * Product sales to Wholesale retailers.		
<b>Social &amp; Environmental Cost</b>  Farm Animals (Buffaloes, Cows) Employees Corn & Feed		<b>Social &amp; Environmental Benefit</b>  We will provide pure milk, yogurt and butter.		
<a href="http://www.businessmodelgeneration.com">http://www.businessmodelgeneration.com</a>				