

Business Model Canvas



Key Partners

- Customers
- Production Managers
- Suppliers
- Neighborhood Associations



Key Activities

- Interviewing shop managers
- Distributing waste fillers
- Interviewing product managers



Value Propositions

- Eco-Friendly
- Convenience
- Real time updates about availability



Customer Relationships

- Reliability
- Training
- Cleanliness
- Customer support centre
- Regular pick-ups



Customer Segments

- Prepared foods are sold in grocery store
- Internet friendly people
- Non-chain grocery stores



Key Resources

- Technological infrastructure
- References
- Experiences



Channels

- Promotion & awareness
- Social media
- Online advertisement
- E-mail



Cost Structure

- Technical support cost
- Maintenance cost
- Online advertisement cost



Revenue Streams

- On site advertisement

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