



# The Business Model Canvas

COMPANY NAME:  
The Healthy Food Delivery Service

Date:  
April 2020

<b>Key Partners</b> <ul style="list-style-type: none"><li>Food suppliers</li><li>Kitchen rental suppliers</li><li>Delivery companies</li><li>Office &amp; gyms in the locality</li><li>Social media influencers</li><li>Technology partners</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>Website &amp; app development</li><li>Customer &amp; partner relationship management</li><li>Planning &amp; procurement</li><li>Order fulfillment &amp; shipping (cooking &amp; delivery)</li><li>Group challenge &amp; customer reward scheme</li><li>Online nutrition advice</li><li>Marketing &amp; advertising</li></ul>	<b>Value Proposition</b> <p><b>Problem:</b> Following a diet when too busy to think about what to cook and how to cook</p> <p><b>Product/service:</b> Customised food delivery service that caters for customers nutritional needs &amp; time constraints</p> <p><b>What we offer:</b></p> <ul style="list-style-type: none"><li>Fresh, cooked, healthy meals delivered daily (breakfast, lunch, dinner, snacks &amp; drinks)</li><li>Choice of meal plan to follow for the week based on customers nutritional needs</li><li>Delivery to fit customers schedule</li><li>Group challenges</li><li>Optional 1-2-1 session with nutritionist</li></ul>	<b>Customer Relationships</b> <p><b>Get:</b> Social media and partnership advertising, simple onboarding experience, group challenges</p> <p><b>Keep:</b> Reward programme, group challenges, 1-2-1 support sessions with nutritionist</p> <p><b>Grow:</b> Referral rewards, creation of a community, variation of meal programmes, geographic expansion.</p> <p><b>Personal assistance with automation through retention</b></p>	<b>Customer Segments</b> <p><b>Niche Market</b></p> <p>Busy affluent office worker:</p> <ul style="list-style-type: none"><li>Busy office workers in Newcastle Upon Tyne</li><li>Aged 22 – 55</li><li>Eat at desk / don't have much time to eat during the day</li><li>Uses food delivery frequently</li><li>Health conscious</li><li>Willingness to eat healthily</li><li>Not on particular diet</li><li>Less price sensitive</li><li>Regular gym goer</li><li>Doesn't know how to cook</li><li>Earns £35k+</li></ul>
<b>Key Resources</b> <p><b>Finance:</b> Access to finance</p> <p><b>Physical:</b> Kitchen, food cooking equipment and machines, van for delivery</p> <p><b>Human:</b> Chefs, nutritionists, delivery force</p> <p><b>Intellectual:</b> As and when needed if new systems or programmes are developed</p>			<b>Channels</b> <ul style="list-style-type: none"><li>Mobile app</li><li>Website</li><li>Online platform</li><li>Partnership with corporations (just eat   Deliveroo etc)</li><li>Strategic collaboration (gyms etc)</li></ul>	
<b>Cost Structure</b> <p>Fixed: Kitchen rental, salaries, app/website management costs, accountants</p> <p>Variable: Delivery drivers, nutritionist services, food purchases, packaging, marketing &amp; advertising</p>			<b>Revenue Streams</b> <p>Monthly subscription (paid in advance)</p>	



## Explanation Of Each Section

**Customer Segments:** Who are the customers? What do they think? See? Feel? Do?

**Value Propositions:** What's compelling about the proposition? Why do customers buy, use?

**Channels:** How are these propositions promoted, sold and delivered? Why? Is it working?

**Customer Relationships:** How do you interact with the customer through their 'journey'?

**Revenue Streams:** How does the business earn revenue from the value propositions?

**Key Activities:** What *uniquely* strategic things does the business do to deliver its proposition?

**Key Resources:** What unique strategic assets must the business have to compete?

**Key Partnerships:** What can the company *not* do so it can focus on its Key Activities?

**Cost Structure:** What are the business' major cost drivers? How are they linked to revenue?

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<i>Key Partners</i>	<i>Key Activities</i>	<i>Value Proposition</i>	<i>Customer Relationships</i>	<i>Customer Segments</i>
	<i>Key Resources</i>		<i>Channels</i>	
<i>Cost Structure</i>			<i>Revenue Streams</i>	