

The Business Model Canvas

Designed for:

Designed by: Group 1

Date: 03/11/16 Version:

<p>Key Partners</p> <ul style="list-style-type: none"> • spec savers • Nissen • Chertova • cheltyogibears <p>We would sell through them, so they would be a sense of security in these trusted brands.</p>	<p>Key Activities</p> <p>✓</p>	<p>Value Propositions</p> <p>📦</p> <p>It is very important because if the product doesn't work then our customers will be mad. The glasses are fused to translated languages, written in foreign places.</p>	<p>Customer Relationships</p> <p>♥</p> <ul style="list-style-type: none"> • Fast shipping • Fairness with return regards and product quality. These are very important in establishing a company. 	<p>Customer Segments</p> <p>👤</p> <ul style="list-style-type: none"> - mass market - not important customers: travellers, people who live abroad, people who learn other languages <p>We will not target customers who are not need the product as it is fairly expensive.</p>
<p>Key Resources</p> <p>👤</p>			<p>Channels</p> <p>🚚</p> <p>Online store, shipped from one country to another. Shipping world wide.</p>	
<p>Cost Structure / consequences in money</p> <ul style="list-style-type: none"> • minimizing costs • value driven • Fixed price • Variable cost 		<p>🏷️</p>	<p>Revenue Streams</p> <p>€ 400</p> <p>Online</p>	<p>💰</p>

Nail
Creator

Designed for:

Designed by: Group 2

Date: 8th Nov 2016
Version:

The Business Model Canvas

<p>Key Partners</p> <ul style="list-style-type: none"> - L'oreal - Essie <p>Big name beauty brands such as:</p> <ul style="list-style-type: none"> - MAC - Oriflame - Maybelline - Nivea - Rimmel - Garnier - Sephora - Dove - Baxan <p>would act as suppliers and would supply resources such as:</p> <ul style="list-style-type: none"> - nail varnish (physical, financial, intellectual) - nail files - advertisement - money - support <p>Because these brands are popular, we will become more well-known.</p>	<p>Key Activities</p> <p>Our Value Propositions require good distribution channels and speedy regular production.</p>	<p>Value Propositions</p> <p>We deliver reliability, safety and good customer services. We are helping to solve the issue of uneven nails and ugly manicures.</p>	<p>Customer Relationships</p> <p>We want to establish a friendly, helpful and reliable relationship with customers.</p>	<p>Customer Segments</p> <p>We are creating value for any buying customer. ANY Anyone 12+ may buy this product, but our main and most important customers are women. This is because typically they are more likely to like it, but if men want it we won't be prejudiced. They would need to be over 12 for safety, but generally we could appeal to segmented market.</p>
<p>Key Resources</p> <ul style="list-style-type: none"> Physical (nail products from partners) Financial (support from partners) Intellectual (copyrights) 	<p>Channels</p> <p>We will use our partners to advertise our product. We will use online services to allow customers to buy our products. We can use profits from the sales to pay delivery men and make customer's pay for shipping. If someone is not happy we will be contactable.</p>	<p>Revenue Streams</p> <p>Begin selling them at €10-15, but once they become more popular, we can raise it to €15-20. They would prefer to pay less but would probably be prepared to pay a lot for good quality products. The market would</p>	<p>Revenue Streams</p> <p>Begin selling them at €10-15, but once they become more popular, we can raise it to €15-20. They would prefer to pay less but would probably be prepared to pay a lot for good quality products. The market would</p>	<p>Cost Structure</p> <p>The cost structure would be economies of scale, as when it becomes popular more people will want it and more will need to be made - therefore it will be more expensive.</p>

on email or our website

group 3

The Business Model Canvas

Designed for:

Designed by:

Date: Version:

<p>Key Partners</p> <ul style="list-style-type: none"> - Cinemas - Theatres - Fast food chains - Airlines - Theme parks <p>We would have partnerships with companies such as Coca-Cola and Sprite etc...</p>	<p>Key Activities</p> <p>Key Resources</p>	<p>Value Propositions</p> <ul style="list-style-type: none"> - This product solves the problem of having too many things in your hands. - The product is also unspillable. - Recyclable good for the environment. 	<p>Customer Relationships</p> <p>Channels</p> <ul style="list-style-type: none"> - we would advertise on TV, in magazines, billboards, posters. 	<p>Customer Segments</p> <ul style="list-style-type: none"> - for any ages maybe younger are aimed but older are still suitable. - teens are the most important consumers.
<p>Cost Structure</p>		<p>Revenue Streams</p> <ul style="list-style-type: none"> - The price rises depending on the size of the product. - Small, medium and large. - up to £12.99 £6.99 (for a large) - we would have advertisement space on the cup. 		

The Business Model Canvas

Designed for: **GROUP 4**

Designed by:

Date:

Version:

<p>Key Partners </p> <ul style="list-style-type: none"> Boutiques and normal clothes stores ↓ the most used brands by teenagers and adults • some sites where we can sell this online 	<p>Key Activities </p>	<p>Value Propositions </p> <ul style="list-style-type: none"> ① ECOLOGY (Saves the nature) - PRACTICAL - HAVE INFINITY BATTERY; EVERYONE IS GOING TO USE ON DAILY LIFE. 	<p>Customer Relationships </p>	<p>Customer Segments </p> <ul style="list-style-type: none"> ③ TEENAGERS AND ADULT, - MASS MARKET, WE WANT TO REACH EVERYONE, NOT JUST THE TARGET AUDIENCE BUT ALSO CHILDREN AND OLDER PEOPLE CAN USE IT TOO.
<p>Cost Structure</p>			<p>Channels </p> <ul style="list-style-type: none"> ⑤ TELEVISION, EVERY CHANNEL, INTERNET SPECIALLY SOCIAL MEDIA, THE ONE THAT WORKS BETTER IS SOCIAL MEDIA BECAUSE EVERYONE USE THESE DAYS. 	<p>Revenue Streams </p> <ul style="list-style-type: none"> ④ SPECIAL PEOPLE ARE PAYING THE MATERIAL THAT THE YEARS ARE MADE OF. THE CURRENT PRICE IS \$85!