

The Business Model Canvas



Key partners <i>Third-party sellers</i> <i>Web-shop hosting provider</i> <i>Hi-P</i> <i>Murata</i> <i>Sunnyoptical</i> <i>Iargan</i> <i>ATS</i> <i>Synaptics</i> <i>Yuto</i> <i>Broadway-int</i>	Key Activities <i>Online store development</i> <i>Merchandising of goods</i> <i>Collecting feedback</i> <i>Manage logistics</i> <i>Secure and build partnerships</i> <i>Manage marketing and communications</i> <i>Sourcing</i> <i>Repair and upgrading</i> Key Resources <i>Physical assets such as buildings, vehicles, warehouses, etc.</i> <i>Intellectual resources-partnerships, customer databases</i> <i>Human resources</i> <i>Suppliers</i> <i>Web designers</i>	Value Propositions <i>Variety of products</i> <i>Fair trade and conflict free devices</i> <i>Modular upgrade facility</i> <i>Recyclable phones</i> <i>Fair price</i>	Customer Relationships <i>Customer service</i> <i>Customer satisfaction</i> <i>Customer retention</i> <i>Social media</i> <i>Guarantee/repair</i> <i>Upgrade</i> Channels <i>Web-shop</i> <i>Many third-party electronics stores</i>	Customer Segments <i>People interested in sustainability and ethics</i> <i>Both- businesses and customers</i>
Cost Structures <i>Warehousing and distribution</i> <i>Online store maintenance</i> <i>Customer service centres</i> <i>Marketing</i> <i>Dividends to shareholders</i> <i>Labor</i>		Revenue Streams <i>Online retail</i> <i>Commission from third-party retailers</i> <i>Upgrading</i> <i>Repairs</i>		

