

BUSINESS PLAN CANVAS - MODEL 1: An artisan from Macedonia producing bags from recycled paper/cardboard

Courtesy of SIZIGIJA (Macedonia), adapted and developed version

<p>KEY PARTNERS</p> <p>Sales outlets Eco and artisan fairs Handmade shops Artist and designers (including bags into collections) Banks (obtaining loans)</p>	<p>KEY ACTIVITIES</p> <p>Production Sales Advertising: website and social media updates Promotion Events Competitions Fashion Shows</p>	<p>VALUE PROPOSITIONS</p> <p>Bags made from recycled paper and cardboard with the goal of producing durable and sustainable environmentally friendly products</p> <p>Custom Sizes</p> <p>Custom Prints/Colors</p> <p>Zero waste: Reuse, Reduce, Recycle</p>	<p>CUSTOMER RELATIONSHIP</p> <p>Appeal to the Zero waste community Fairs of eco and artisan products Website: contact information Social media: showing how the bags are created Asking for client feedback and publishing on website and social media</p>	<p>CUSTOMER SEGMENTS</p> <p>From urban areas Young population who appreciate unique accessories and have the necessary financial background Ecologically conscious</p>
<p>KEY RESOURCES</p> <p>Design Know-how Materials Website</p>			<p>CHANNELS</p> <p>Website Social media Distributed through selected stores (handmade shops, sales outlets, designer stores)</p>	
<p>COST STRUCTURE</p> <p>Production cost Prime materials Staff costs Advertising: website and social media updates Transport and logistics Overheads: rental costs, utility costs, necessary permits, etc</p>			<p>REVENUE STRUCTURE</p> <p>Income generated from the sales of the bags</p>	