

BUSINESS PLAN CANVAS - MODEL 3: A Finnish artisan producing ceramic souvenirs

Courtesy of MODUS (Finland), adapted and developed version

<p>KEY PARTNERS</p> <p>Fiskars community Galleries and craft shops Artisans' fairs</p>	<p>KEY ACTIVITIES</p> <p>Making ceramics collections from different types of clay, selling via distributors (galleries, shops) Promotion Sales Marketing: website and social networks</p>	<p>VALUE PROPOSITIONS</p> <p>Durable and high quality ceramic souvenirs and other objects</p> <p>Unique designs and handmade models</p> <p>Uses a variety of clay</p>	<p>CUSTOMER RELATIONSHIP</p> <p>Website: contact information Events Exhibition openings Online presentation of how the ceramic items are created</p>	<p>CUSTOMER SEGMENTS</p> <p>Private or corporate customers looking for handmade crafts</p> <p>Private customers who appreciate unique and handmade artisan products</p> <p>Galleries</p> <p>Distributor shops</p>
<p>KEY RESOURCES</p> <p>Gallery network Artisans' networks Business women's networks University education / large scale of pottery techniques and materials Distinct style choices</p>			<p>CHANNELS</p> <p>Website Facebook page created for the business Instagram Webshop Craft shops Retail Fairs of artisan products Fiskars community</p>	
<p>COST STRUCTURE</p> <p>Workspace in Fiskars craft community Cooperative fees Communication with distributors Prime materials Packaging Marketing costs: products photography, website, social media, webshop etc. Webshop maintenance costs</p>			<p>REVENUE STRUCTURE</p> <p>Direct sales from Fiskars shop and other distributors Sales and orders from gallery exhibitions Direct sales and orders from various events or corporate clients Webshop</p>	