

BUSINESS PLAN CANVAS - MODEL 4: A Spanish business owner selling artisan olive oil
 Courtesy of INNOSOUTH (Spain), adapted and developed version

KEY PARTNERS Gourmet shops Fairs of artisan products Supermarkets Souvenir shops Restaurants Transport company Banks (for business loans)	KEY ACTIVITIES Production Promotion Sales Website Social networks	VALUE PROPOSITIONS Olive oil produced using traditional processes, without any mechanical means Small production of high-quality olive oil Recycle packaging Sustainable materials Sustainable production	CUSTOMER RELATIONSHIPS The guarantee of exquisite, high-quality olive oil, communicated via the chosen Channels Fairs of artisan products Website: contact information Social media: showing how the olive oil is produced Asking for client feedback and publishing on website and social media	CUSTOMER SEGMENTS Medium-high level customers who would be interested in buying high-quality artisan products and have the financial possibility to buy artisan olive oil
KEY RESOURCES Olives Bottles Packaging and labels Website Social Networks		Traditional manufacturing Eco product	CHANNELS Website Social networks Gourmet stores Retail Fairs of artisan products	
COST STRUCTURE Staff costs Production costs Packaging costs Transport costs Marketing costs: website and social networks updates			REVENUE STRUCTURE Income from the sales of the olive oil	