

 kordon vert

# BUSINESS MODEL CANVA



SAME CAFETERIA JUST GREENER



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KEY ACTIVITIES	KEY PARTNERS	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS:	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> <li>- catering service;</li> <li>- cooking workshop;</li> <li>- nutritional advice;</li> <li>- community bonding and networking;</li> <li>- waste management;</li> <li>- advertising (of partners/partner services)</li> <li>- marketing (for Kordon Vert);</li> <li>- procurement;</li> <li>- transport and delivery;</li> </ul>	<ol style="list-style-type: none"> <li>1. Local farmers' cooperatives</li> <li>2. Organic supermarkets</li> <li>3. Local grocery stores and restaurants</li> <li>4. Distributors</li> <li>5. Healthy lifestyle brands</li> <li>6. Private health businesses</li> <li>7. Logistics providers (delivery services, housekeeping, etc.)</li> <li>8. Investors</li> </ol>	<p>Kordon Vert improves the employees' productivity and health and reduces businesses' costs associated with food waste by providing companies with a delicious, responsible and sustainable catering service:</p> <p><b>1. Companies demanding long hours/intensive workload:</b> Catering service model enables companies to maintain high levels of productivity throughout the workday as employees are more likely to take shorter lunch/snack/dinner breaks. For employees, their breaks may be shorter (due to immediate availability of meals) but are more balanced throughout the day and thus provides more structure to the working day. <b>2. Employees with families:</b> Reduces personal stress/work overload and maximises the quality of family time on working days (e.g. Mornings can be spent preparing children and taking them to school without worrying about one's own breakfast/lunch planning). <b>3. Employees with physical and/or mental health issues:</b> Provides a source of nutrition that directly improves both mental and physical health. Also reduces chances of employees aggravating their conditions (i.e. eating unhealthily/not eating at all) by assuring a consistent dietary plan. <b>4. Advertising clients:</b> Provides a meaningful channel of engagement with potential customers</p>	<p><b>1. Customer service:</b> directly with the employers with regards to the quality and modalities of the services delivered -- With the employees of the companies where the catering service is put in place through the creation of a "community gathering tool". <b>2. Informative and Advice-Based Relationship:</b> Our primary interactions with employees are from a consulting position, providing information and solutions to problems relating to diet and general life-style <b>3. Community Relationship:</b> Forming links in amongst employees during meal times as well as with surrounding businesses and producers</p>	<p><b>Catering Service Customer Segments:</b> individual segments if required by employees; Companies that demand long hours/intensive workload from their employees (e.g. Solicitors Office, Banking Firms); Employees with busy family lives (e.g. young children, elderly parents); Employees struggling with physical and/or mental health issues (e.g. Obesity, Anxiety).</p> <p><b>Advertising Customer Segments:</b> Grocery stores and restaurants within the geographical vicinity of our corporate customers; 'Healthy Lifestyle' brands (i.e. Yoga businesses, gyms etc.); Private Health businesses (i.e. therapists, nutritionists etc.)</p>
	<p><b>KEY RESOURCES</b></p> <ul style="list-style-type: none"> <li>- assets: Moving Capital (food products)</li> <li>- human resources: chefs, people to conduct workshops, nutritional experts, operations managers - no need for real estate</li> <li>- strategic partnerships</li> <li>- data and insights on work environment</li> <li>- brand</li> </ul>		<p><b>CHANNELS</b></p> <p><b>Sales and delivery:</b> online</p> <p><b>Marketing channels:</b></p> <ul style="list-style-type: none"> <li>- social media</li> <li>- website</li> <li>- salesforce</li> <li>- WoM</li> <li>- account management (direct interaction with businesses interested in the service)</li> </ul>	

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COST STRUCTURE	REVENUE STREAM
<p><b>Fixed Costs:</b> 1. Staff Compensation (Management/Nutritionists/Chefs/Drivers/Sales and Marketing) 2. Cooking supplies 3. Delivery vehicles (contracted)</p> <p><b>Variable Costs:</b> 1. Food produce 2. Transportation (depending on the amount of demand) 3. Client sales and marketing (direct revenue stream) 4. Partners sales and marketing (advertising revenue stream) 5. Customer service</p>	<p>1. Direct service provision: subscription-based (weekly, monthly, yearly) catering service directly provided to businesses that outsource non-core activities. 2. Advertising: revenue generated through promoting partnering brands on our marketing channels.</p>
SOCIAL AND ENVIRONMENTAL COSTS	SOCIAL AND ENVIRONMENTAL BENEFITS
<p>1. Delivering food and fresh produce from agricultural to metropolitan areas can lead to pollution. 2. There may be some elitism associated with Kordon Vert -- it is a service, after all, that will need to be paid for and will not be servicing, for instance, the homeless. 3. Uniforms/ aprons/ branding materials may not be created with the most sustainable fabrics, depending on budget 4. Organic foods such as the ones that Kordon Vert provides are usually more expensive, what could discourage customers.</p>	<p><b>Environmental</b> = relies on local producers, fosters local economy, reduces food waste; <b>Social</b> = benefits employees because offers them a better framework to work, enhance their knowledge of nutritional needs, allow them to have "team building" moments. Overall help them have a better and healthier experience at the workplace. Also benefits the employers because employees likely to be more productive, to work longer, given that they will be well nourished and therefore more energetic.</p>