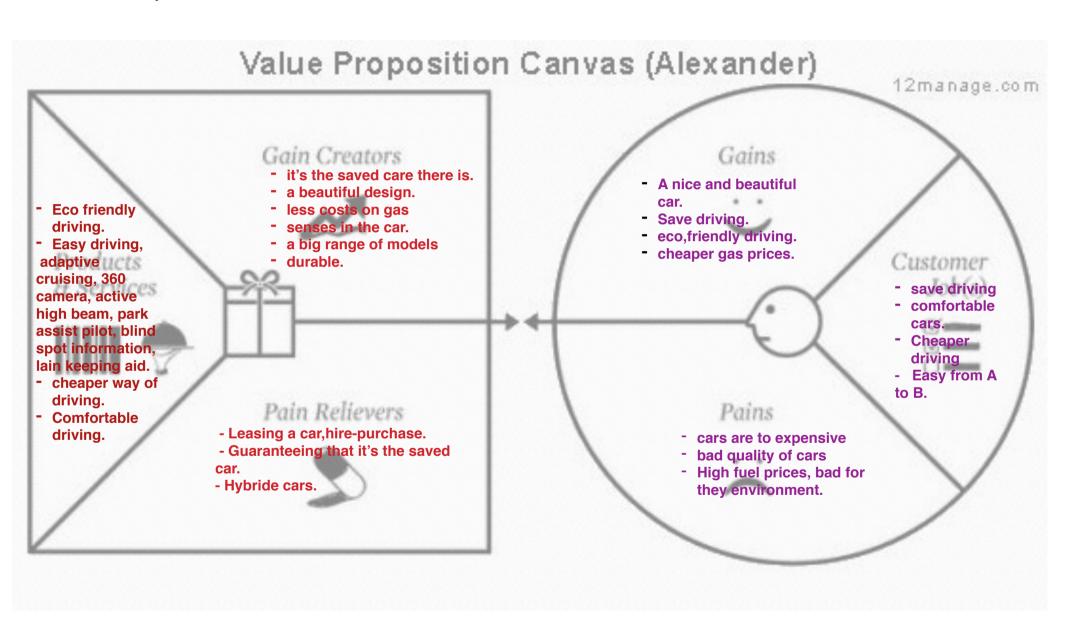
#### **Value Proposition of Volvo**



#### **Business Model Canvas of Hello Fresh**



#### **Key Partners**

the food suppliers



- -marketing
- \*delivering food
- Buying food from the suppliers



# Value Propositions

- Healthy, fresh, food,
- Food in exactly the right amount for the customer.
- Get your food door to door.
- Easy, there are already recopies.



## Customer Relationships

- social media
- you can leave your comments online.
- You can call them for everything, customer service.



# **Customer Segments**

- People who are conscious about food
- customers that had enough of the big supermarkets.
- People, how don't have time to think of recopies. Or want to do groceries.



## Key Resources

- Physical:Storage space
- new recopies. about food trends/ food experts
- Marketing



## Channels

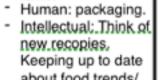
mail order website App's

adds



#### Revenue Streams

- repetitive Food box sales
- sales of vouchers





#### Cost Structure

- Food/ buying the food from the suppliers.
- Delivering the food boxes.
- Marketing.



## **Business Model Cancas of Tom en Ed's Bakery**

