

Team nr. 3 Catering services

Suggestion of Key words to be filled in the Business Model Structures:

BMY/BMC boxes	Ket Words	Observations
Who helps you (<i>Key partners</i>)	Family members Friends Businessman Lawyer Logistic operators (transportation companies) Professional reseller and/or marketer of local food Accounting and invoicing partner Farmers – our local food ingredients Supermarkets Staff	Give 2 key words to team no. 4
What you do (<i>Key activities</i>)	Services Catering Product quality management Network management Sales and marketing the customers products/services Arrangement of pick-up, storage, collecting and deliveries	Receive 2 key words to team no. 4
How you help (Value provided)	Supply Work Inssure Site... Deliver of healthy and local food Diversity of food: vegan, vegetarian, etc Bring easy the food to the clients (we get wherever you are) Fast services Affordable prices Help and motivate the local manufactures and their products	
Who you interact with (Customer relationships)	Automated daily routine Personal services (phone) for exceptions and changes Networking to supply chain stakeholders Feedback channel	

Who you help (Customer segments)	Supply side: <ul style="list-style-type: none"> - Food producers - Food processors Customers: <ul style="list-style-type: none"> - Employees on lunch break - General public Retail stores, institutional kitchens, wholesalers, farm product shops, food clubs	
Who you are and what you have (key resources)	Food handy and transportation knowledge Transportation planning knowledge Qualified personnel Contracts with doctors, nutritionists Start-up money	
How they know you (channels)	Platform Website, social networks Internet App Personal contacts Long term contracts with stakeholders Service level agreements Local events Family and friends Local newspaper Gym...	
What you give (Costs)	Ingredients Advertising Staff Packaging Logistic operators Experts costs (doctors, nutritionists) Start-up money	
What you get (Revenue streams)	Client portfolio network collaborators Brand Customers willing to pay to meet their needs Expansion (supermarkets, restaurant industry) Contract based fee	