









# Business Model Canvas -

**BLOOMGREEN**


By **MESKHER Hicham**

 <p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>✓ Waste collection Entrepreneurs.</li> <li>✓ Distribution and Delivering entrepreneurs.</li> <li>✓ Fresh organic waste generators (Restaurants, schools, animals owners, milk work shops and vegetables &amp; fruits markets)</li> <li>✓ Green waste generators</li> <li>✓ NGOs / community garden organizations</li> <li>✓ Clubs, events &amp; fairs relationships</li> </ul>	 <p><b>Key Activities</b></p> <ol style="list-style-type: none"> <li>a) Production (Organic Waste Intake and preparation feedstock).</li> <li>b) HR offices (assessments and customer assistant)</li> <li>c) Laboratory (controlling processes and products quality)</li> <li>d) Package of the final products</li> </ol>	 <p><b>Value Propositions</b></p> <p>My products values will send to apply in the agriculture and environment issues field to:</p> <ul style="list-style-type: none"> <li>✓ Improve soil fertility.</li> <li>✓ Improve soil health and its physic-chemical properties.</li> <li>✓ Improve plant's health.</li> <li>✓ Increase agriculture production (quantity and quality)</li> <li>✓ Polluted soil treatment (organic pollution treatment)</li> </ul>	 <p><b>Customer Relationships</b></p> <ol style="list-style-type: none"> <li>a) Purchase small/medium amounts during all the seasons.</li> <li>b) Purchase small/medium amounts a month before planting</li> <li>c) purchases large amounts of compost in bulk but only during a period of 4 or 5 months a year (cultivation months)</li> </ol>	 <p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>✓ <b>Occupation:</b> farmers, nurseries, gardeners, households, estate developers).</li> <li>✓ <b>Location:</b> rural &amp; urban.</li> <li>✓ <b>Frequency of product purchase:</b> (frequent, seasonal, annual).</li> <li>✓ <b>Income/ Ability to pay</b> (high/medium)</li> <li>✓ <b>Age</b> : 20-55 years old.</li> <li>✓ <b>Gender:</b> male/female.</li> <li>✓ <b>Attitude/Education:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Customers who are buying from my competitors.</li> <li><input type="checkbox"/> Customers who need sensitization about my products quality and benefits.</li> </ul> </li> </ul>
 <p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>✓ Improving system ( Systems management).</li> <li>✓ Improving information.</li> <li>✓ Reducing risk.</li> <li>✓ Conserving water/energy.</li> <li>✓ Staff training.</li> <li>✓ Reducing risk.</li> <li>✓ Partnerships</li> </ul>			 <p><b>Channels</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Word of mouth</li> <li><input type="checkbox"/> Sales Promotion</li> <li><input type="checkbox"/> Advertising</li> <li><input type="checkbox"/> Delivering service</li> <li><input type="checkbox"/> Exhibitions</li> <li><input type="checkbox"/> Direct contact.</li> <li><input type="checkbox"/> Packaging</li> <li><input type="checkbox"/> Identity : Logo, slogan, mail...</li> </ul>	



**Cost Structure**

- Fixed costs: Raw materials (organic waste), rent and manufacturing, offices Stuff, Wages and Machinery.
- Variable costs: Raw materials (organic waste), packaging, consultant & utilities, energy/water consumption and publicity.



**Revenue Streams**

- Products: (Fertilizers bags; 25 Kg each)
- Services: (delivering)