

# Business model Project 1

## **Partners**

One of our key partners will be the student sport centers of MBO's HBO's and University's in the Netherlands. They have an interest in getting students fit and healthy and they will be our main distributors.

We will have suppliers to provide us with the materials for the product. We will choose suppliers with an ecofriendly approach because we want to have a product that we can sell as ecofriendly. This will support our story and is a responsibility we want to take as a ethical company.

The student sport centers will not only help to sell our product but will also help to promote it. And our product will be a good help after a class in planning or sleep or mental help. This are classes that are given in student sport centers like the SSC Eindhoven.

## **Key activities**

There are tree main activities. The first one is producing our product. This will be done in a factory. The second main activity is the storage and distribution of our product. We will keep the storage in-house, so we have full control and overview of the distribution and storage. We will distribute it ourselves to the student sport centers so will also keep in touch with the sport centers for optimal cooperation.

To keep the price low we will buy our products in bulk. This is a bigger risk but it outweighs by the benefit of a lower price. The low price is verry important for our target group, mainly students.

We will create as much affection with our product as possible. This has to benefits, more people will by our product and the product will be more affective if people feel more connection with the plant. To create more affection will tell the user a story. By providing it with information about the plant, where it comes from, it origins, some special facts about the plant. This all will help.

## **Cost structure**

The most important cost of the product will be the material. other costs will be the manufactures cost, the cost of the development and improvement of the product, the making of the app and the marketing. However we will try to keep the marketing costs by using mainly the student sport centers to promote our product.

## **Customer relationship**

We have to important things for a good customer relationship. The first one is to tell the customer a lot about our product and the origin of the plant. And also a guarantee on the plant will help to give the customer a good experience. Because a plant is a nature product it can die without a special reason. Therefore we will take this risk and don't give the customer this risk at the first month with the product. And we can check if it had received its water, so we can check if a claim is correct.

The second service will be the recycle possibility. The customer can bring his device back if he has successfully created his habit. In return he will get money or a discount in the student

sport center. This will stimulate to user to buy the product, this is eco-friendly and it is good to keep the costs low for us. We will check the product and we will repair where necessary.