



اَوْبُو سَيِّدِي تَيْكُو لَوِي مَبَارَا  
UNIVERSITI  
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## BUSINESS MODEL CANVAS:

### MIENNE COLLECTION



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## **1.0: INTRODUCTION**

In this Business Canvas Report, we will be discussing on the 9 elements which is Value proposition, the Customer segmentation, how we want to manage our relationship with our customer and our Channel distribution. We will also talk about the key resources, key activities and our key partners. Moreover, we will explain more about the cost structure and the revenue stream of the company.

Business Model Canvas can be used to visualize such customer expectations and market problems. This enables us to understand the true value of the proposed solution. Business Model Canvas is used to validate the market significance of our product.

Mienne Collection is a footwear brand that give the most elegant and comfortable shoes to our customer. Our main concept is by letting our customer to customized their shoes as what they prefer it to be. We will give the opportunity for our customer to pick a design that we have and redesign the shape of the shoes or resize it according to their comfortability. For example, they can expand the base of their shoes or even change the height of the heels. However, we will also provide a ready-made shoe for our customer that is comfortable and satisfied with our design and the given sizes of the shoes. The reason why we decided to go with this concept is because every person have different size of feet and flaws. So, we will help them to feel complete by wearing our shoes.

Mienne is mine in French and the reason why we decided to go with this brand name is because we want to make our customer to feel satisfied and complete while wearing our shoes and tell others that **this shoe is mine**.

## 2.0: BUSINESS MODEL CANVAS

### MIENNE COLLECTION

<p><b>KEY PARTNERS</b></p> <ul style="list-style-type: none"> <li>- Manufacturing Company</li> <li>- Celebrities</li> <li>- Packaging company</li> <li>- Delivery company</li> </ul>	<p><b>KEY RESOURCES</b></p> <ul style="list-style-type: none"> <li>- Staff</li> <li>- Raw Material</li> <li>- Office Equipment</li> </ul> <p><b>KEY ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>- Designing</li> <li>- Production process</li> <li>- Packing process</li> <li>- Delivery process</li> </ul>	<p><b>VALUE PROPOSITION</b></p> <ul style="list-style-type: none"> <li>- Online Shopping</li> <li>- Customer preference</li> <li>- Shoe expansion</li> <li>- Development Design and Quality</li> </ul>	<p><b>CUSTOMER RELATIONSHIP</b></p> <ul style="list-style-type: none"> <li>- Social Media</li> <li>- Contact Number</li> <li>- Face to face</li> </ul> <p><b>CHANNEL</b></p> <ul style="list-style-type: none"> <li>- Social media</li> <li>- Website</li> <li>- Store</li> <li>- Delivery service</li> </ul>	<p><b>CUSTOMER SEGMENTATION</b></p> <ul style="list-style-type: none"> <li>- Women</li> <li>- Age 17 and above</li> </ul>
<p><b>COST STRUCTURE</b></p> <ul style="list-style-type: none"> <li>- Raw Material and Production Cost</li> <li>- Salary</li> <li>- Marketing and Promoting Cost</li> <li>- Utilities</li> </ul>		<p><b>REVENUE STREAM</b></p> <ul style="list-style-type: none"> <li>- Sales from physical product</li> <li>- Promotion</li> <li>- Advertisement fee</li> <li>- Profit from collaboration with other fashion brand</li> </ul>		

### **3.0. VALUE PROPOSITION**

#### 1. Online Shopping

Our value proposition ought to be in line with the psychology of people shopping online and bring them more value than the other competitors. Nowadays, more and more people tend to shop online and if they get good experience of online shopping, they are more likely to shop through online again. So, we can offer to our customer and give them excellent shopping experience. We can also give them good customer service. For example, by respond to their order quickly and gain their trust by giving them good quality and safety to what they purchase.

#### 2. Customization.

Our business offers our customer to customize our design according to their preference. Our customer can change the shape of the shoes or even the height of the heels for their own comfort by still using our design. One of the reasons is because every people have different shape of feet. Some women are more comfortable and suitable to where a pointed shoe or some women would prefer to wear square or round type of shoes. It depends on their preference and comfy. So, our business let customers to customized the shoes by using our design according to their preference.

#### 3. Shoe expansion

Mienne collection allow our customer to expand the width of your shoe to ensure a perfect fit. Expansion of your shoes will not cause any damages or changes to the aesthetic of the shoe. Expanding your shoes will help make the shoe more comfortable to wear in the event that you require a slightly bigger shoe girth.

#### 4. Development of Design and Quality

We really do take it seriously in producing a good quality of product with a design that can satisfy and match our customer and also the trend. This is because, we want our product to be a high-quality product, last long and provide comfortability to our customer. So, we will be active in developing new and beautiful design and also the quality of the product.