

Feedback and Summary

Based on the discussion, my business is aimed at people and workers in my local area who want to order from local shops without having to go themselves.

The main customer problem is convenience and reliable delivery. Customers want their orders delivered on time, with good quality and good service. They also want to feel confident that the person providing the service is serious and experienced.

My potential value comes from combining local delivery, reliable timing, personal service and quality. I plan to offer free delivery to the customer, while including the delivery cost in the overall selling price.

Value Proposition

The main elements of my value proposition are:

- On-time delivery.
- Good quality service.
- Competitive price.
- Reliable and serious service.
- Personal service.
- Convenience for local customers.
- Delivery from local shops in my area.

The main challenge is to prove that my service is better or more convenient than going directly to the shop or using an established delivery service. I need to make sure that my total price remains attractive while still allowing the business to make a profit.

Key Activities

The main activities of the business would include:

- Taking customer orders.
- Communicating with customers.
- Communicating with local shops.
- Collecting products from local shops.
- Checking that the order is correct and the quality is good.

Delivering orders on time.
Managing prices and delivery costs.
Providing good customer service.
Solving problems or complaints professionally.
Building customer trust and encouraging repeat orders.

Key Partners

The main partners would be local shops that provide the products to customers. Building good relationships with these shops would be important because I need accurate prices, product availability and reliable order preparation.

Other potential partners could include suppliers and other local businesses as the business grows.

Customers are also important for the business because repeat customers and recommendations can help the business grow.

Final Reality Check

The business idea is based on a clear customer need: customers want products from local shops without spending their own time going to the shop, and they want reliable delivery.

The biggest thing I need to prove is whether I can provide better service at a competitive total price while still making a profit. Therefore, before investing heavily, I should test the idea with real customers and see whether they are willing to use and pay for the service.