

 Tbilisi Take- away	Key partners Tbilisi Takeaway is a small takeaway business offering authentic Georgian food prepared by an external commercial kitchen. The service is for students, office workers, Georgian community, and tourists in London. For this business model, business needs partners and tools to work efficiently. There are a few significant aspects for this business, such as: External commercial kitchen / Supplies freshly prepared or frozen Georgian food ready for sale, Coffee, and beverage Packaging suppliers: Supply takeaway boxes, cups, bags, napkins and branded packaging materials. landlord Provides the takeaway premises in Shepherd’s Bush. Delivery platforms Uber Eats, Deliveroo and Just Eat	Key Activities Selling ready Georgian food supplied by an external commercial kitchen. Reheating and preparing selected products for serving while maintaining food quality and safety. Packing takeaway and delivery orders accurately and efficiently. Providing friendly customer service, answering questions about the food and allergens, and handling customer feedback. Managing online orders through delivery platforms such as Uber Eats, Deliveroo and Just Eat. Maintaining stock levels, checking deliveries from suppliers and ensuring products are stored correctly.	Value Proposition The Tbilisi Take- away serves authentic, uniques Georgian foods. Value proposition statement conveys what a brand does and how it differs from competitors (Cote, 2020) Georgian dishes are prepared by a trusted commercial kitchen using traditional recipes and quality ingredients. Fast and convenient service customers can enjoy freshly heated meals with minimal waiting time through takeaway, or delivery. Affordable prices The menu provides high-quality Georgian food at reasonable prices, making it accessible for students, office workers, local residents and commuters.	Customer Relationship STP The Institute of Customer Service (2023) states that customer service pay cousins in every business. In its Tbilisi take -away, friendly and personal customer service-employees will welcome customers, answer menu questions, and provide recommendations, especially to customers who have never tried Georgian food. Friendly and personal service customers will receive a warm welcome, fast service and helpful recommendations. Discount available for students and group orders 6+person Online customer support Customers can contact the business through social media, Google Business	Customer Segments STP Geographic segmentation- The business will target people who live, work or study close to the takeaway location. (Customer segmentation helps businesses identify and target different customer groups (Day, 2025). Geographic segmentation: Local residents living in and around Shepherd’s Bush. Office workers in nearby businesses. Students attending nearby colleges and universities. Commuters travelling through Shepherd’s Bush. Visitors and tourists. Demographic segmentation
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	help the business reach customers and manage online orders. Accountant / payroll provider Supports bookkeeping, payroll, tax returns and financial compliance. Equipment suppliers Provide and maintain freezers, refrigerators, shelving, ovens and other essential equipment. Utility providers Supply electricity, water, internet and telephone services required for daily operations.	Promoting the business through social media, local marketing and seasonal offers. Maintaining hygiene standards, food safety procedures and daily cleaning routines. Managing daily cash flow, stock records and basic business administration.	Fresh and consistent quality Food is prepared by an experienced catering partner, ensuring consistent taste, food safety and quality every day. Convenient location Located in Shepherd’s Bush, the business is easily accessible for local residents, workers and visitors looking for a quick meal. Online ordering Customers can order easily through Uber Eats, Deliveroo and Just Eat for home or office delivery. Friendly customer service Customers receive personal, welcoming service and helpful recommendations,	Profile or delivery platforms with questions or feedback. Customer feedback Customer reviews and suggestions will be monitored to improve food quality and service. Social media engagement Regular posts on Instagram, Facebook and TikTok will promote new menu items, special offers and seasonal promotions while encouraging interaction with customers. Fast and reliable service Orders will be prepared quickly and accurately to build customer trust and satisfaction.	Adults aged 18–70. Students. Office workers and young professionals. Couples/Families. Georgian and Eastern European communities. Psychographic segmentation Customers looking for convenient, affordable takeaway meals. People interested in authentic Georgian cuisine. Food lovers who enjoy trying international cuisines.
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		Key Resources The Take -away will need Physical Resources such as: external kitchen and takeaway premises. Ovens, grills, Refrigerators and freezers. Physical Resources Small takeaway premises in Shepherd’s Bush. External commercial kitchen partnership. Refrigerators and freezers. Oven for reheating products. Shelving and storage units.POS (card payment) system and cash register. Packaging materials (boxes, bags, cups, napkins). Small kitchen equipment (trays, tongs, food containers). Human Resources Business-owner/full time worker.	creating a positive takeaway experience.	Channels Sales channels Walk-in takeaway customers Telephone orders Uber Eats, Deliveroo Just Eat Marketing channels Google Business Profile Social Media/ads Posters in nearby offices and universities Word-of-mouth recommendations Customer reviews on Google and delivery platforms	Customers who value quality, fresh food and quick service.
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		Part-time assistant for busy periods and cover during days off. Intellectual Resources Tbilisi Takeaway brand name and logo. Social media accounts. Customer database and loyalty programme. Supplier agreements. Food hygiene certification. Standard operating procedures (SOPs). Financial Resources Owner's investment. Business bank account. Cash flow. Business insurance.			
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	Cost Structure Fixed costs Commercial rent (paid quarterly), Business insurance Utilities (electricity and water), Internet and telephone Accounting and payroll services, Staff wages (part-time assistant) Marketing and advertising, Card payment (POS fees) Variable costs Purchasing ready-made meals from an external commercial kitchen Coffee and Packaging materials (boxes, cups, bags and napkins) Weekly supplier delivery charges, Delivery platform commissions (Uber Eats, Deliveroo, Just Eat) Start-up costs Initial rent deposit, Freezer, fridge, oven and shelving Initial kitchen equipment Initial stock purchase, Banners, printing and shop decoration	Revenue Stream Walk-in takeaway food sales Coffee/ Soft drinks Uber Eats, Delivero, just eat orders Telephone orders Celebration orders/group ordrrs
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Business Model Canvas

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Key partners Some activities and resources in your business may need outsourcing. List the key partners and activities they will perform. Who are your key partners? Who are your key suppliers? Which key resources are you acquiring from partners? Which key activities do partners perform? What are your motivators for this partnership? - Acquisition of resources - Reduction of risk and uncertainty - Optimisation and economies to scale	Key Activities Actual tasks and activities required to create and deliver the business offering. List the key activities required to be successful. What key activities are needed for: - value proposition - distribution channels - customer relationships - revenue streams	Value Proposition Your Value Proposition is the reason why customers turn to your company over another. It solves your customer's problem or satisfies your customer's need. What value do you deliver to the customer? What problem do you help to solve for your customer What product and / or service will you be offering? Which customer needs are you satisfying? Characteristics of value proposition - Newness - Performance - Customisation - Design - Brand / status - Price - Cost Reduction - Accessibility - Convenience / visibility	Customer Relationships It is essential to establish and maintain relationships with customers. Clarify the type and purpose of the relationship. What type of relationship does each of our customer segments expect us to establish and maintain with them? Which ones have you established? How are they carried out How much will it cost?	Customer Segments For whom are you creating value? How can you identify your customers and the segments f customers you will have? Who are your most important customers? Are your customers individuals / business / individuals with a business What will they expect: - Self service - Automated service - Personal Assistance - Communities - Co-creation What does your customer segments look like: - Mass market - Niche market - Segmented - Diversified - Multi sided platform
	Key Resources What key resources does your value proposition need. What key resources are needed for: - value proposition - distribution channels - customer relationships - revenue streams Types of resources – Physical, Intellectual (brand, copyright, patents, data) Human, Financial.		Channels How will you communicate? Through which channels do our customer segments want to be reached? How are you planning to reach them? Are your channels integrated? Which ones work best? Which ones are most cost effective? How do you plan to integrate them in you customer routines Channel types – Sales force, web sales, own shops / stalls, partnership shops, wholesalers	

Cost Structure What are the most important costs inherent in your business. - Which key resources are the most expensive - Which key activities are the most expensive Is your business more - Cost driven (leanest cost structure, low price value proposition, maximising automation, extensive outsourcing) - Value driven (focused on value creation, premium value proposition) Consider- Fixed costs such as salaries, rentals, utilities Income, expenses, earnings or profit, sales, gross margins, break even.	Revenue Streams Consider how the business will charge and receive income. What are your customers willing to pay? What do they currently pay and how does your offering differ? What is your revenue model? What are your pricing structures? How do your customers pay now? How would they refer to pay? How much does each revenue stream contribute to the overall revenue? Will you use: Fixed pricing, list pricing, product feature, customer segment or value dependent
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Business Model Canvas: Tbilisi Takeaway- offering authentic Georgian food

References:

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