

PARTY BOX - Business Model Canvas – By Melissa Duffy, Lauren Lambrick & Chloe Bryson

 Key Partners • Party Suppliers • Wholesale distributors • Website and Graphic designers • Event Planners • Party Box Manufacturers • Restaurant and party venues • Delivery companies (Royal Mail, Couriers) • Dropshipping companies	 Key Activities • Marketing • Kids Party Entertainment • Unique parties • Themed parties	 Value Propositions • Offers more than the competition in the surrounding area. • Caters to everyone and every occasion. • Promise to give more value for money. • Provide extras (eg Props and games) • Money back if not satisfied • Opportunity to expand into other niche areas	 Customer Relationships • Self-service • Customer support centre • Referral programmes • Discount coupons/gift cards	 Customer Segments • Parents • Children • First time parents • Expectant mothers • Event Planners • Playgroups • Restaurants • Kids party venues
	 Key Resources • Physical - Home office space • Technical -Telephone, computer Internet service, Webserver • Human - Staff		 Channels • B2C • Social Media • Websites • Posters, leaflets & business cards left at schools, nurseries, playgroups and toystores	
 Cost Structure • Start up costs (Register business, licenses, insurances) • Website & graphic designer • Salaries/Wages • HEALTH AND SAFETY (courses) • Postage and packaging		 Revenue Streams • Sale of themed packages/bundles • Product orders		

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