

Key partners The Key Partners need to make this company a success will be the delivery company who will aid in the shipping of the products. There are also the Freelancing other services from other business such as IT services for the maintenance of the brand’s website and to aid with any technical malfunctions within the brand. Other Key Partners include the freelancing of Graphic Designers to design brand kits that will be used by the customers. Also Lather needs to partner with a photographer and/ or videographers who will be able to record the mentorship courses and help to build the program. Since the brand is focused on being a faith-based	Key Activities The Key Activities for the Value Propositions of Lather are making, editing, designing the physical products, packaging, writing. In addition to this, other activities will include providing a service through the mentorship and solving the problems of the target audience. Under the Channels, the Key Activities include designing the social media posts, managing the platforms (social media manager), marketing and brand building, customer service support, IT maintenance. For the Customer Relationship Key Activities, daily activities will be to read and response to e-mails, building a prayer list and praying through the requests. In addition to this, other activities will include	Value Proposition The Problem: Most online communities for entrepreneurs do not uphold the same principles, values and practices of Christian entrepreneurs. Creative Christian online business owners are often disconnected from the business world as their perceptions of their brand, identities and capacities are distorted. Most online community hubs do not cater or teach about Stewardship, incorporate biblical teachings on business ownership, practice Tithing or Giving as a part of their brand position and business structure. Therefore, the need for a service that is tailored to the lifestyle and values of Christian business owners arises. The business idea that I will be exploring for this assignment is called Lather. My company seeks to solve this problem by equipping Faith-based business owners with the products, services and tools that are necessary for them to be strategically positioned in their niche markets, create a sustainable brand identity, and to build up a holistic brand that is bible focused and value oriented. The solution: Lather is a consultation enterprise that is centred upon providing	Customer Relationships It is the desire of my company to establish an emotional connection with each segment of the customer market. And this is simple due to the fact the main service provided is a tailored 1-1 service. Having this connection, I think will familiarize customers with the Lather Brand, establish the brand’s position as a leader in its niche market and build a connection with that will retain customers who will purchase the brand’s products/services. It is for this purpose that using social platforms like Instagram and TikTok to showcase ‘behind the scenes’ videos will be implemented as a customer Channel in order to increase customer engagement with the brand.	Customer Segments The Value Proposition is specifically targeted towards Christian female Freelance or Creative Micro-Businesses who are either: 1. Newly starting their businesses and need assistance with regards to how to begin and how they can incorporate biblical principles 2. Existing Business owners who are in the process of pivoting their businesses (re-branding) in order to re-establish themselves in their niche markets. While this business can assist non-Christian entrepreneurs, a disclaimer would be provided in order to notify them of the values and principles maintained by my company and that purchasing any product or accepting any service means that they accept to values upheld by my business. Lather will establish its service within the niche market provided above in the two identified target categories. As the business is online and time zones between customers may vary, my
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company, it will also require a partnership with ministries and pastors who can offer reliable, sound and consistent pastoral support and care to the women who will be a part of the community network. Lather will also require partnerships with other women groups and support networks to build up the society of women who will be in the online community. The Key Suppliers for Lather are the companies that will be providing the sustainable packaging material and boxes. These are the resources that will be acquired from the key partners, who will then deliver it to the warehouse of storage area. In addition to this, Lather will require key partnerships with writers, and other faith-based bloggers who can	recording and editing videos, communicating with customers in order to offer after sales support and relationship building. For the Revenue Stream, the Key Activities would be managing the cash flow through bookkeeping and accounting.	Mentorship, Banding, Marketing and Communication training as well as Resource (or Financial) Management for Christian freelancers and micro-businesses. My company seeks to help to these businesses to create a unique brand identity that is based upon biblical values (Stewardship, Tithing, Giving etc.) and establish a strong network of likeminded individuals who are able to lead, create value, make an impact, and promote their businesses. The company offers a range of products and services that are based upon its key specialities: 1. A business Planner that offers tailored 1-1 service for new and existing business owners. 2. Mentorship or coaching program to provide training in Brand identification, Stewardship, Marketing and Communication. 3. A graphic design service that can assist Startups with designing an impactful Brand and Marketing kit. 4. An online community platform to build a strong network of business owners and to share business resources. 5. Subscription service for a bi-annual box.	Generally, the values that my company will establish with the customers are integrity, honesty, love, communication, genuineness and sustainability. Since this brand reflects the biblical values, it is imperative that everything that we do is based upon love and displays the care and tenderness that is expected from Christians. Furthermore, Lather will develop its customer relationship through the following activities: Sending a free business resource or business-related gift by post to every new customer and to existing ones biannually. The cost for these will be deducted from the profit which Lather makes and will cover the price for the resource, the shipping and packaging.	company will use an automated service only for the purposes of acknowledging the requests of customer support and for online payment services. The majority of this company will be based on providing personal assistance with the customers during the hours of 8am unto 5pm. Customers can also expect to be apart of a community of creative entrepreneurs with whom they can network, promote their businesses or service, share their faith and brand stories.
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create content for their community hub and connect with the women within the network. Having key suppliers and Key Partners who uphold the same values as the brand will be an asset to the company so that the entire brand image will reflect its unique identity. The main motivators behind the examples of the partnerships listed above are simply to acquire the necessary resources for the successful delivery of Lather’s products and services, and to lower the costs of production so that the service aspect of the business can stay within the specified range of the Revenue Stream (which is set up to assist low-income businesses).		As the service offered by Lather is tailored to the needs of the target audience, one of the first value that the brand creates is for customization. In addition to this, my company is an online business so it can be accessed with ease and all of the materials and resources are contained on the company’s website which will increase its convenience.	Sending an e-mail catalogue of its mentorship program and offering one free course or class to its new customers and subscribers of the subscription box one a quarter. As this is a free online resource, the cost will be calculated in terms of the time that is allocated to recording the course, as well as the price for the utilities and staff/freelanced salaries required for its production. Hosting monthly morning prayers and devotional study sessions to its clientele in order to strengthen the faith within the community and to offer pastoral support for their varying problems (in relation to their personality such as fear or self-sabotage and with regards to struggles in their business). This can be run by one or more members of staff from the comfort of their own homes, using their own devices and devotional guides.	
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	Key Resources In order to successfully make this business into a reality, Lather will need: 1. Physical resources: Examples of these includes printing equipment, packaging materials that are sustainable, biodegradable, and safe for the environment. Recording equipment (for video recording, lighting and electrical		Channels As with any online business, the main mode of communication with the target market is through direct communication via social media. Lather will establish its online presence on the following platforms and purposes: 1. Instagram: to engage directly with the audience, advertise products, reach a wider audience etc. Instagram is the most	

	supplies), Software for video editing, graphic design and editing. Human Resources: Lather requires the support from an experienced and qualified staff to run its operations. This includes a team of strategists who specialize in Branding and Marketing preferentially with a solid believe system. In addition to this, the brand will need Graphic Designers, Editors, Social Media Managers, Writers, Secretary/ Virtual Assistant to manage customer support, Pastoral Mentors with an outlook on building bible-based businesses, Accountant, Bookkeeping to manage the cash flow from the Revenue Streams. The brand will also need persons to operate at its warehouse where physical products are being packed, labelled and shipped out to		cost-effective option as the platform is free and makes it easier to engage with the target audience by placing the value proposition right before them on a regular basis. The platform also allows for the account holder to select the professional or business account option, choose which niche market they fall under and provides data analytics on where, when and how often potential customers are engaging with the content. This can be useful because it will assist my company with being able to deduce which how the value proposition content is performing, which group of customers	
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	the customer. This will include packing agents, secretaries, security guards etc. Financial Resources: This will be both internal and external. For the internal aspect, this is the profits generated by Lather following its sales. And the external resource will be funding obtained from the Bank or through Business Grants that will cover the cost of the start-up equipment, rent for the storage space of supplies (warehouse or smaller unit), the purchase of a website domain, the cost affixed to the establishment of an LLC business, the payments for software subscriptions and the costs for packaging materials and shipping.		benefit from it, and which strategies need to be adjusted to suit their interests. 2. TikTok: While this may be a bit odd to include in the list, TikTok helps to push content to millions of people within a short space of time. The majority of its content is often categorized for certain groups through the use of hashtags. Therefore, my company’s value proposition can be easily placed within its niche market. Ideally, TikTok is mainly to assist with marketing and communicating with the target audience. be helpful This is explained further in the customer relationship section	
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			of the business canvas. 3. Website: to showcase the full range of products and services, to drive sales through lead magnets. The traffic from the platforms listed above are driven to the website, which in turn increases website traffic and activity and lead to sales. 4. E-mails: These help to let the customer know about any changes and updates that my company will go through. As well as to provide resources and reminders to check out the website and follow the social media platforms.	
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Cost Structure Lather is value driven over cost driven as it is based on the creation of value so that its customers can present the best versions of their businesses within their respective marketplaces that carry their values and principles with them. Due to this the key resources that are more expensive will be the human resources since that is the core of the brand’s identity and where the majority of its investment is concentrated. There are a few costs that are affixed to Lather’s cost structure. These include the prices for the utilities of the warehouse, the rent for the warehouse, the salaries of the staff (though freelancing services may fluctuate by project) and the subscription fee. Economies of Scope are applied to the Marketing and Branding strategies implemented by the brand since the same advertising strategy can be utilized to market multiple products or services.	Revenue Streams Most mentorships and business resources are expensive. Lather, however, will be primarily concerned with being affordable to its target customers. The main mode of payment will be through a card transaction when an item or service is purchased by a customer from the website. Other options also include PayPal and Klarna for flexible payment options. Most customers I think would prefer the one-off card payment for the online purchase. The latter options are made available to freelancers who are paid by projects and would thus prefer to pay for the service or product in instalments. The prices range from £20-£150 and subscription costs are recurring fee that will be less than £80 for the service. The larger amounts will be affixed to the most valuable aspects of the brand and the least for the physical products that will be sold by Lather.
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