

Business Model Canvas



Instruction: Fill in the following Business Model Canvas to help develop your business plan.

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
				
	Key Resources		Channels	
				
Cost Structure		Revenue Streams		

Business Model Canvas Guide

What is it?

A business canvas is a tool that will help you prepare a business overview to better manage your farming enterprise.

How to use it?

Look at the definitions and guiding questions in the below table, then turn around this page to fill out the canvas.

Item on Business Canvas	Definition	Guiding Questions
Key Partner	These are people or organisations that you will work with to make your business a success. They could include input, financial or other service providers.	<ul style="list-style-type: none">• Who are the 3 key partners in your business?• What does each partner offer?• What makes you want to work with them?
Key Activities	The key tasks that you will carry out in every aspect of your farming business.	<ul style="list-style-type: none">• What are the key activities on your farm?➔ Consider everything from growing your fruit trees, record keeping and reaching market.
Key Resources	The tools you need to run your farming enterprise.	<ul style="list-style-type: none">• What materials or resources do you need for planting passion fruits?➔ Make sure to list all items from planting up to harvesting.
Value Proposition	The thing you will do to make your product stand out and attract buyers.	<ul style="list-style-type: none">• What are you doing to make customers want to buy your passion fruits?• What existing problems are you solving?
Customer Relationships	How to relate with your customers so they trust you and keep coming back.	<ul style="list-style-type: none">• How does each of your customers like to be treated?• Do they like follow up after sales?
Channel	Ways you will use to reach your customers and deliver the passion fruits and services.	<ul style="list-style-type: none">• How do you get your passion fruits to customers?• What methods will you use to reach different groups of customers?
Customer Segments	The different groups of customers that you will serve.	<ul style="list-style-type: none">➔ List your top 3 customers.
Cost Structure	The cost of running the farm business.	<ul style="list-style-type: none">• What are the most expensive activities on your farm?➔ Start by listing everything that costs money to do.
Revenue Streams	It's how your business earns an income.	<p>How will your business earn money?</p> <ul style="list-style-type: none">➔ Think about these income streams:• Selling your fruit• Value addition e.g. selling passion fruit juice• Training other farmers• Providing demonstration plots for universities etc