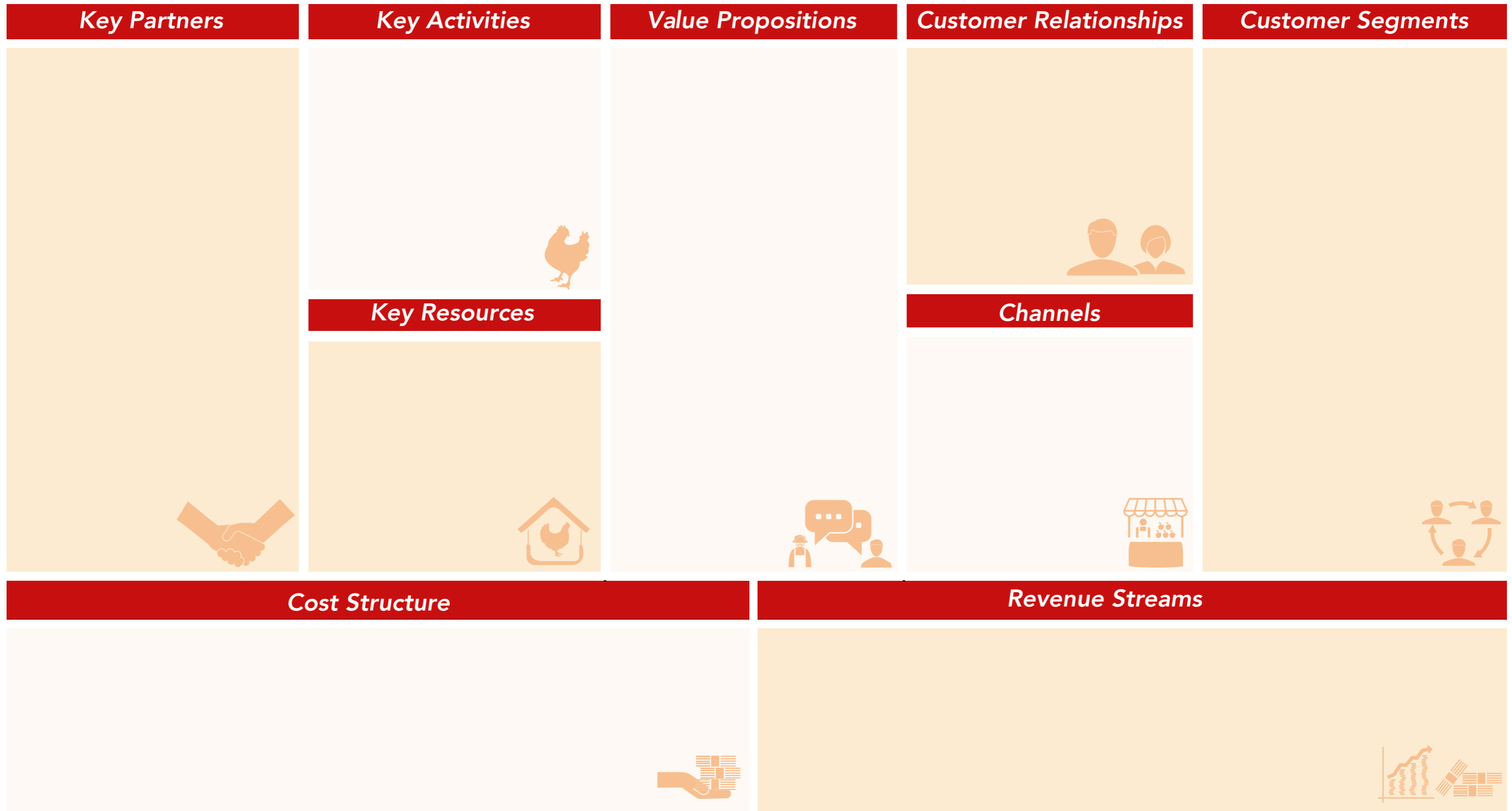


# Business Model Canvas



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



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