Business Model Canvas

Designed for: BachelorPrint Designed by:

Date:

Version:

Key Partners

- Material suppliers
- Logistics companies
- · Academic institutions

Key Activities

Design



Value Propositions



- High-quality printing for academic documents
- Wide range of customization
- · Fast processing and delivery times
- Easy-to-use online platform for ordering

Customer Relationship

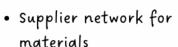


- · Online self-service
- · Customer support (e-mail, telephone)
- Community engagement (through blogs, social media)

Customer Segments ***

- University students
- · Ph.D. students
- · Academic institutions
- · Researchers and academics

Key Resources



· Printing and binding

Marketing/content

• Website development

- Printing and binding machinery
- Staff (IT, customer service, marketing)

Channels



· Social media (Instagram, TikTok, X. Facebook. YouTube)

Cost Structure

- · Operational costs
- Technological maintenance
- Employee salaries
- Marketing and advertising



Revenue Streams



• Complementary products (plagiarism checks, proofreading services)



