NewTrition: Business Model

**Key Partners**
- **World Hope International**
- **Betteh Bakery**

Muffins and any future baked goods pertaining to our project are going to be made here.

**Key Activities**

**Ingredient Purchases**
All ingredients need to be purchased before production.

**Scaling Production of the Baked Goods**
Daily large-scale production will allow people to always have a fresh product.

**Marketing/Sales**
Without local leaders and women to market and sell our products, our venture becomes obsolete.

**Key Resources**

**Knowledge of Common Foods in SL (Intellectual Capital)**
Allows us to produce food products that consumers are willing to buy.

**Employees (Human Capital)**
Without the bakery employees or the street vendors, our venture cannot function.

**Ingredients**
The specific ingredients used to enrich products' nutrient value allows for differentiation.

**Value Propositions**

**Muffins and Pudding**
For mothers who want to ensure the food safety of their children, our muffins and puddings allow children to receive the micronutrients they need on a daily basis, all while enjoying a tasty snack.

**Bouillon Cubes**
For people who want to add increased health benefits to their meals, our fortified bouillon cubes compliment every dish while adding nutritional value not found in commercial flavoring agents.

**Customer Relationships**

**Street Vendors to Mothers**
The street vendors will be communicating with the mothers who will be purchasing the products for themselves and their children, or anyone else who chooses to buy them. Our goal is for vendors to be friendly to the customers so that a consistent customer base is maintained.

**Channels**

**Street Vendors**
Our products will be sold through street vendors, the most common way to purchase food in SL.

**Customer Segments**

**Mothers**
They will be the ones purchasing our product to give to their children.

**Children**
They will be the main consumers of our product.

**Cost Structure**

**Ingredients**

Our food products will be made from locally sourced ingredients purchased from farmers. Initially, we will purchase our ingredients through the market, but as our venture matures, we will begin to purchase ingredients through wholesale, which will be at a lower cost.

**Production Costs**

We have partnered with Betteh Bakery to produce our products. The production costs (mixed costs - fixed + variable) include electrical consumption of ovens and appliances that will be used to bake and produce our products.

**Revenue Streams**

**Purchases of Products by Street Vendors**

Our foods are produced at a low cost per serving due to the local nature of our ingredients. This low-cost production allows us to sell our products at a low cost to vendors. The bakery will generate revenue when the products are purchased by the street vendors.

**Purchases of Products by Consumers**

The previously mentioned low-cost production allows us to also sell our products at a low cost to our consumers. This revenue will be generated by the street vendors. Because our products will be affordable for consumers, they will be bought frequently, generating a steady revenue.
Ten practical lessons from the business (revenue) models of ventures we reviewed today (or others you research) as they relate to your venture.

1. Focusing on training workers and giving them the tools they need to succeed in your business opens your labor market to anyone willing to work.
2. Open Hiring Models are an efficient way around attracting unskilled laborers who may not have conventional job qualifications.
3. Providing products that work around potential customer constraints such as space or time creates inclusivity and simplifies the processes necessary for customer use, which increases the market outreach.
4. Brand associations aid in boosting the recognition and market a venture is able to pitch itself toward.
5. Establishing a distribution standard allows a business to track and manage consistent returns.
6. Encouraging self-sufficiency by allowing workers to take initiative to network and train others allows for the venture’s outreach to expand beyond its point of origin.
7. An open source business model like Barefoot College’s allows for people in different countries to be able to replicate and expand the venture.
8. Partnering with community leaders allows for target customers to get the products and services that are aimed at empowering them meanwhile being distributed by trustworthy people.
9. Reinvestment initiatives like Reel Gardening’s buy one donate one model allows customers to have a part in helping expand the venture’s outreach.
10. Tailoring production to the specific needs of communities ensures that a product can have its intended impact throughout a range of different conditions.

End to end solution

During production, hiring women for the bakery will be key for placing the responsibility of production in the hands of the customers we seek to impact and empower. Their judgement and expertise coupled with partnerships with different farmers and vendors for the ingredients and equipment needed will establish a relationship to keep our producers supplied with what they need for consistent, quality products. Wholesale market purchases will allow the bakery to get the cheapest price on ingredients depending on the number of vendors who have purchased our products. Our vendors purchasing from the bakery in wholesale quantities will allow the bakery to profit off its production yield meanwhile being able to sell the products individually at market at a profitable price. The faster our vendors are able to sell our products, the more incentive the bakery will have to produce more, which will allow us to begin scaling our production and maximizing profits for our workers to benefit from as costs drop and our market grows.
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