# 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 supervisor, bakery employees or 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

**Vendors to Mothers**
- Vendors, regardless of their location, 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.

## 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.

## Channels

**Bakery**
- Our products will be sold directly from the bakery.

**Kiosks**
- Our products will be sold at NewTrition enterprise kiosks, located in central locations.

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

## 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.

**Employees**
- The wages we pay our supervisor(s) and bakery employee, as well as the transportation costs incurred (purchases of motorbikes and fuel costs).

## 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.