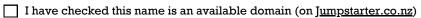
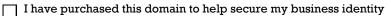
Simple Business Plan Temp	late
for a Grocery Business	

Business	name:	







#### Key partners

Who are the key people or organisations that will help your business succeed?

Who are your suppliers or collaborators? / What resources are they providing? / What activities do they help with? Think: food suppliers, distributors, local farmers, delivery partners

# Key activities

What important things does your business need to do to deliver value to customers?

What do you do every day to keep the business running? / What do you need to do to attract, retain, and serve customers? Think: ordering stock, inventory management, merchandising, customer service

## Value proposition

What makes your business valuable to customers?

What problems are you solving for them? / Why would they choose you over others? Think: quality, freshness, affordability, convenience, local produce

## Key resources

What do you need to make your business work?

What assets are required to create value and deliver it? Think: fridge units, POS system, staff, stock

# Customer relationships

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How do you interact with your customers?

What kind of experience do they expect? / Do you offer personal support, self-service, or community? Think: loyalty programmes, customer service, onboarding quides, newsletters

## Channels

How do customers discover and interact with your business?

Where do they hear about you, buy from you, and get support? Think: foot traffic, Google Maps, community events

# **Customer segments**

Who are your customers?

Who are you creating value for? / Are they a broad group or a specific niche? Think: local residents, bulk shoppers, culturally specific groups

#### Cost structure

What are your biggest costs?

What do you spend money on to run the business? Think: rent, utilities, stock purchases, staff, marketing Are you: Cost-driven (low-cost, lean setup)? / Value-driven (premium, focused on experience)?

# Revenue streams

How does your business make money?

 $What do \ customers \ pay \ for? \ / \ How \ do \ they \ pay \ you? \ Think: \ product \ sales, \ delivery \ fees, \ loyalty \ memberships$ 

