

NewTriton: 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

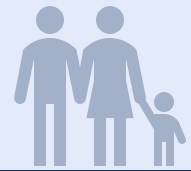
Mothers

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

Children

They will be the main consumers of our product

Although mothers and children are the customers we are targeting, we want our product to be marketed as nutritional foods that can be consumed by **anyone**.



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.

