

**Business Model Canvas Refillable Detergent at Local Grocery Stores or Bike Ladies**

<p><b>Key partnership</b></p> <ol style="list-style-type: none"> <li>1. Re-branding partnership with Detergent Supplier</li> <li>2. Family Welfare movement (PKK)/housewives community</li> <li>3. Program to strengthen PKK involvement in circular economy with Government</li> <li>4. Other circular economy actors</li> <li>5. Circular economy investment grants organization</li> </ol>	<p><b>Key Activities</b></p> <ol style="list-style-type: none"> <li>1. Detergent procurement</li> <li>2. Warehousing</li> <li>3. Delivering detergent and its supporting selling materials using 3 stage direct channel (1. Big/central warehouse to district warehouse; 2. District warehouse to local stores/bike ladies; 3. Local stores/bike ladies to user)</li> <li>4. Gathering feedback using 2 channel: from delivering channel and from PKK/housewives communities</li> <li>5. Community management</li> </ol>	<p><b>Value Proposition</b></p> <ol style="list-style-type: none"> <li>1. Low retail price</li> <li>2. Save money</li> <li>3. Refillable</li> <li>4. Environmental friendly</li> <li>5. Higher margin for local grocery store</li> <li>6. Subscribe system with loyalty programs</li> </ol>	<p><b>Customer Relationship</b></p> <ol style="list-style-type: none"> <li>1. Direct feedback to our bottommost distribution channel</li> <li>2. Maintain and create relationship with Family Welfare movement (PKK)/housewives community</li> <li>3. Program to enhance the PKK movement</li> </ol>	<p><b>Customer Segment</b></p> <ol style="list-style-type: none"> <li>1. Villagers</li> <li>2. Bike ladies</li> <li>3. Local grocery stores' owners/sellers</li> <li>4. Local Minmarket</li> </ol>
<p><b>Cost Structure</b></p> <p>Re-branding of the detergent product fees</p> <p>Product: detergent, reusable boxes and container</p> <p>Distribution</p> <p>Legal Fees</p> <p>Operational</p> <p>Marketing and promotional</p>	<p><b>Revenue Stream</b></p> <ol style="list-style-type: none"> <li>1. Income from profit margin</li> <li>2. Grants</li> </ol>			
<p><b>Key Resources</b></p> <ol style="list-style-type: none"> <li>1. Human resource (for delivery and company organization)</li> <li>2. Feedback loop</li> <li>3. Warehouse</li> <li>4. Delivery/trucks</li> <li>5. Bikes</li> <li>6. Reusable containers</li> </ol>	<p><b>Channels</b></p> <ol style="list-style-type: none"> <li>1. Direct distribution from supplier using reusable box</li> <li>2. Hold direct distribution system that act as feedback receiver also.</li> </ol>			