

Team or Company Name:
MANOUSH

Date:
11/24/17

<p><i>Key Partners</i></p> <ul style="list-style-type: none"> Lebanese farmers to supply organic ingredients. Ministry of social affairs and KIRS (Commissariat for Refugees) will connect Manoush with refugees to hire. Non-profit organizations with involvement in similar causes. Local suppliers for the rest of the ingredients. Businesses that are proactive in CSR. 	<p><i>Key Activities</i></p> <ul style="list-style-type: none"> Producing artisanal oriental food. Hiring and training refugees. Importing ingredients. Creating content/visual material for marketing campaign. Face to face interactions with customers. 	<p><i>Value Proposition</i></p> <p>Customers can enjoy every bite of Manoush's Lebanese goodies while contributing to integration.</p> <p>The artisanal food Manoush serves is healthy, suitable for breakfast, lunch, or dinner, and is also affordable.</p> <p>Manoush offers the possibility of quick take-outs for eaters with busy schedules.</p>	<p><i>Customer Relationships</i></p> <ul style="list-style-type: none"> Loyalty cards, reward system which tracks how many families have benefited from the customer's purchases. Thorough communication on Social Media Encouraged feedback on food choice Ad-hoc informative cultural sessions 	<p><i>Customer Segments</i></p> <ul style="list-style-type: none"> Mid income individuals Vegetarians. Supporters of similar cause.
<p><i>Cost Structure</i></p> <ul style="list-style-type: none"> Rent. Food-production machinery. Importation cost. Salaries. 		<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> Food & Beverages: <ul style="list-style-type: none"> -4.5 Euros for a meal and drink. -Customers currently pay 5 Euros for indirect competitors, by cash or card. -Customers prefer paying in person, by cash or card. 59 % from 'Manouche', 32 % beverages, 9 % goodies. 		