

## SBIC, PART J: BUSINESS PLAN & CANVAS

### Team Sadaqa

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<p>Our Key Partner is an organization or firm that we will collaborate with on:</p> <ul style="list-style-type: none"> <li>● Procurement</li> <li>● Sales</li> <li>● Distribution</li> </ul> <p>We are aware that often partnership is critical for implementation of our Key Activities, contribution to our Value Proposition and to our Customer Segment.</p> <p>Our partnership is called Co-opetition, meaning we are partnering with another company producing the same thing to gain more market share, reduce risks and create synergies.</p> <p>Our partner is experienced and already defined and recognized on the market so it will definitely add value to our business and we need to make sure the Partner will be able to contribute to our Value Proposition.</p> <p>The partner will benefit from our partnership in a way that we will help to expand its market, and profit from new ideas and most importantly, reduce prices with procurement and distribution, as the price goes down with bigger purchase from the supplier.</p> <p>Partner will help us selling as we plan to offer his products in our Orient Corner and expect him to do the same, which we will define through Partnership agreement.</p> <p>Our Key Suppliers is company that is a reliable and systematic source of supplies for our business. We will make sure it has suitable prices, but it's also very important that it has good quality goods because we sell unique hand made products that need to appear attractive.</p>	<p>Key activities that our Value Propositions require are:</p> <ul style="list-style-type: none"> <li>-manufacturing, sale and distribution of quality and attractive designed lap top bags</li> <li>-develop designs of spice/ tea packages which will immediately associate on Orient Corner</li> <li>- sale and distribution of different spices and teas</li> <li>-develop adequate guidebook for language classes</li> <li>-building the brand name</li> <li>-raising the social awareness and sensibility for socially vulnerable groups</li> <li>-advocacy for refugee rights by participation in different humanitarian and social initiatives and campaigns</li> <li>-develop good communication with media, marketing and representing the idea of Orient Corner, products and services we offer</li> <li>- logistics, management</li> </ul> <p>Distribution Channels: We plan to sell our products in our place which means we need to have "corner in our Orient Corner", which we could call "store corner", where customers can see and directly buy products. As we have idea to allow our customers to participate in manufacturing process, we need to organize workshops for customers with our design experts. Beside selling in our Orient Corner we plan to offer our products to the other brand's stores which means we need to find potential retail partners.</p> <p>The other way of selling is on-line, so we need to design attractive website, be active in social media and organize different social events and promotions where we will represent ourselves, our offer and build our brand.</p> <p>Customer Relationships: As we want to establish personal interaction with our customers but as well planning to sell our products and services on-line we focus on gaining customer trust and loyalty. The first step is quality and uniqueness of the</p>	<p><b>Quantitative values</b> we deliver to our customers are: affordable prices of our quality and unique designed products, accessible location, tailor made Arabic/ Farsi language classes with developed guidebook in Croatian language as on the market still doesn't exist, native speaker language teachers guided by professional language teachers, different workshops led by refugees, digital payments, online queries, latest products</p> <p>Speciality of people from diverse cultures differentiates our products and services from the other competitors in general, particularly Orient Corner is new fresh idea on Croatian market that both local community and refugees benefit.</p> <p><b>Qualitative values:</b> social inclusion and cohesion of refugees as they will be employed in our Orient Corner which leads to interaction between refugees and local community and greater awareness of refugee problems, by creating products and providing services directly and actively contributes to building a society that is intent on tolerance and co-operation, enhances self-confidence and quality of life of socially excluded persons and contributes to the development of the local community, professionalism, motivating working environment that we deliver to employees, partners and customers. Gain new knowledge and skills for both: refugees and people from local community</p> <p>Problem solving: gaining new knowledge and experience which leads to more tolerant and open minded society.</p> <p>Trough buying our products they are actively helping socially vulnerable people. We deliver attractive orient product to anyone who needs lap top bag, enjoy cooking and using different spices or simply like drinking tea.</p>	<p>To our customers we want to provide type of relationship that is known as a <i>Personal Assistance</i>. This type of customer relationship is characterized by the opportunity to interact with a sales representative while they are making their purchase decision or after the purchase is complete. This type requires good communication between our customers, potential customers and us as a seller. We want our customers to be loyal to our products/activities so we want to establish personal interaction with them. Also, we want their participation in a way to help us to improve our products. Since we are planning to sell our products on-line, not only in a store, our customers expect from us the <i>Automated Service</i> relationship where there is no direct contact but customer is guided and buying process is simple and easy. These relationships are integrated well with the rest of our business model. And we need them to be integrated for a few reasons. We want our customers to come back to our products/activities so we want to keep customers we already have. But we also want the new customers as well as we want to sell additional services to our current customers. To make it possible we need to provide good treatment for our customers together with a good quality of our products. Also, our customers want good quality with a good affordable prices. To accomplish all mentioned above, we need to make some steps and to ensure our (new)</p>	<p>As a part of the Canvas Business Model, in order to accurately understand and identify appropriate customer segments for our product or service, first we need to identify the type of market. Our type of market is <i>Niche Market</i>. In niche markets we will focus on very specific groups of customers.</p> <p>Our most important customers are:</p> <ul style="list-style-type: none"> <li>- Urban middle class, 15 to 50 years of age, both male and female</li> <li>More specific: <ul style="list-style-type: none"> <li>- people with multicultural background, who travel often, or work in multicultural context or are interested about it, open minded, interested in languages</li> <li>- Internet users, local but also global customers, on-line clients, adventures, charity organizations, NGO's, students</li> <li>- customers who would make smaller number of purchases but do it frequently</li> <li>- customers who want good price and quality ratio</li> <li>- customers who would like to buy on-line or directly in our Orient Corner or in partner retail store</li> <li>- our customers segments also include anyone needing a laptop bag or anyone who would like to try different spices and/or teas or to learn new language</li> </ul> </li> </ul>

	<p>offer. We want to keep old customers but as well reach new ones, so we need to focus our activities in developing relationship with them by promotions, special offers, discounts, coupons and tailor made products. We need to intrigue potential customers.</p> <p>Revenue streams: As our idea has humanitarian aspects, besides self-financing approach through selling our products and services we need to map potential donors, apply for new projects, find potential partners and maintain relationship with the existing one.</p>	<p>Needs: Through our services and products we connect different cultures- European and Oriental and in this way we open a place for direct dialogue and socialization of people with different background, life style, experience. By that we are nourishing their natural curiosity and providing place to gather, socialize and reduce prejudice by having interaction with refugees. People attracted with our brand are motivated for personal growth which makes them look mentally and spiritually young. Furthermore, Orient club reveals and emphasizes their humanitarian and multicultural side. They can fully meet "diversity in one corner".</p>	<p>customers are always informed about and interested in our products.</p> <p>So, we are planning to:</p> <ul style="list-style-type: none"> <li>- try and test new products: we would invite new and current customers to try and to test our new products. Doing it, customers will be informed about our product lines and possibility to buy it. Also, we will see reactions of our (new) customers and be able to make changes if needed</li> <li>- Test samples: we will offer new products for free, like test samples. We will do this when sales are slow to motivate customers to buy more new products. Also, we would ask for a feedback so we can mitigate possible risks of poor sales performance</li> <li>- loyalty programs: for our loyal current customers we will offer discounts, coupons and sales</li> <li>- less is more: we would invite our current customers to buy old products for a lower price and introduce them the new product lines for increased prices</li> <li>- 1 for 1: to get new customers we would offer to our current ones to bring one new customer in our Orient Corner to get discounts</li> <li>- the personal approach: to prevent any competition, the personal approach will be in focus where every new or current customer can describe into detail what kind of product he/she wants so that we can ensure customer will get what he/she desires</li> </ul>	
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**Key Resources**

Our key resources would be:

**Physical:** adequate space and infrastructure, which will be located in Zagreb, equipment and material for manufacturing process, raw goods, creativity tools and techniques, customers data

**Intellectual:** Orient Corner as a brand, guidebook for classes, specific skills well known for middle east culture, specific approach to language classes( native speaker with educated Arabic / Farsi language teachers), communications

**Human:** 2 full time and 2 part time employees, external associates. As by Croatian law asylum seekers do not have permit to work, so we cannot pay them, we plan to involve them through our workshops while asylum seekers who have gained refugee status can be employed as any other Croatian citizen, project manager, web designer

**Financial:** Self-financing, crowd funding, donations, sales

We consider that our key resource is human as the whole idea of Orient Corner is based on inclusion of refugees who got asylum in Croatia in providing services and manufacturing our products.

**Channels**

There are few channels through which we want our customers to be reached. Some of them we will use immediately after start with our business and some of them we will start to use by time.

The channels we will use first:

**physical channel:**  
 -our own place/corner where our visitors and costumers can buy our products (one part of the place will be used as a store) as well as join to our workshops and language courses

**virtual:**  
 - through our website: we will establish our website where beside our program activities visitors can buy our products on-line but also get all information about our activities  
 - Social networks: beside our website we would have other social networks where we can promote products and inform customers about news, discounts, sales...  
 - Events: some of our potential customers (especially the new ones) who still haven't visit our place may be interested in our events which is great channel to gained more customers and to promote our products and activities. Through our other channels, website, social networks and physical place (store) we will share and spread information about our events so that new potential customers can be informed about it, join to out events and buy our products  
 - e-mail channel in few levels: we will use mail marketing to generate interest in our products and activities, later on to send the product s/activities campaign to our current prospects and customers and also we will use email to keep in touch with prospects and

			<p>customers- this is also the way how we integrate our channels to customers routine</p> <p>Later on, we will include more new channels, such as: <b>retail shops:</b> - for example, the partner store will beside its own products sell also ours products - if possible, we will use merchant web portal as our channel: if partner store has a web portal than it can include our products on its page as well</p> <p>Having both, virtual and physical place to sell products will help us reach customers beyond our immediate community. All these channels are integrated but also connected for better reach of customers. They are integrated in a way that all information and messages about our products and activities are consistent, regardless of the channel that is used. For an example, on all channels that we use (will use) will be the same prices of our products/activities, the same information about products but also the same products line. Moreover, our channels are connected in a way that on our website customers can find information about other channels where they can also find information about products or in our Orient Corner they can find flyer with information about other social media channels.</p> <p>We believe that direct sale from our Orient Corner or through on-line web (our website) will work the best because that is the place where potential customers can find or get the most information about products but also it is the place where customers can see other's reviews and feedbacks on products. Moreover, Orient</p>	
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			<p>Corner is the place where we will conduct all activities.</p> <p>To ensure evaluation of our products/activities we will make it possible to leave review on our website/in our Orient Corner/partner's store after buying the product(s). Also, there will be possibility to leave the comments for those who would like to share their experiences sometime after buying the products.</p> <p>The most cost-efficient channel probably will be our website and social media because it is easier and most likely way to find out about our products/activities and get information about it but also to reach the largest number of potential customers. As well, it is not only about website or social media. What is crucial is well designed, interesting and lured content on site that ranks well. Even it will take the heavy initial outlay, once the site is earning and going well it is the most cost-efficient channel to use.</p> <p>As we have mentioned above, one way of integrating channels with customer's routine is through email. Other way is through our website where our customers can make their profile and follow the news but also to be updated about our products. Moreover, in our Orient Corner all our visitors/customers can come daily and spend time there so it can be their routine place to visit.</p>	
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## *Cost Structure*

Most important costs inherent in our business model are: rent of Orient Corner, payrolls for employees and materials for products and workshops. These are the core costs which are inevitable for implementation of our key activities.

Most expensive are payrolls for employees because of high rate taxes in Croatia and materials, especially ones we plan to import directly from countries of origin (tea and spices).

Most expensive key activities are workshops because of the materials and hourly wages of employees.

In order to lower our costs, we will partner with other organisation and as we have already stated, and find a good supplier with acceptable prices.

## *Revenue Streams*

Our revenue streams is coming from:

1. Services & products revenues: lap tog bags, teas, spices, language courses, workshops
2. International revenues: revenues coming from those buying our products on-line but are not living in Croatia
3. Canteen: tips and revenues coming from services in our Canteen
4. Voluntary annual membership: for those who would like to contribute to our work and support us in our mission. Membership will be around 5 euros
5. Add revenues
6. Sales & Discounts
7. Retail Sales: through our partners
8. Sponsoring & Donations

Since our customers will be mostly middle class people, our prices will be in line with their capabilities. From the start of our business our customers will be able to pay in cash but also by digital payments (credit cards). They could buy our products on-line so they can pay on-line, through Paypal system or via Credit Card system. We believe that some of them would prefer to pay using digital payments, especially those paying for language courses. Also, since our products are not going to be very expensive, we believe many of them would like to pay in cash. Hire purchase will be also possible.

We expect that the largest impact on our overall revenues will have our products -lap top bags, teas, spices and language classes. Handmade Lap top bags in orient style is something new on Croatian market, and the price will not be expensive. The price of the language classes is more than affordable and it's high quality but still less than competitors prices. Now days learning middle east languages is in expansion. Our spices and teas in small packages will contribute to overall revenues with its specific and interesting design and affordable prices. Our canteen will contribute in smaller percentage than those mention above as we imagined it like extra value to our customers.