Customer Relationship()

Roswita Nerrisa Arviana

Key Partners

- Packaging printing company

Key Partner:

- Drugstore

Key Supplier:

- Collagen supplier

Key Resources:

- Collagen seed

- Aloe vera extract

- Provider of raw materials

- Provider of product packaging

- Essetial oil

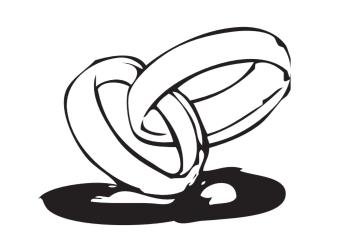
Key Activities:

material

- Distribution

- Essential oil supplier

- Aloe vera farmers



Key Activities



Design the mask shape

Design the packaging

Product socialization

Product Distribution



Organic materials

Safe ingredients for mother & baby

Soothing and mousturizing effects

Increase itchiness



Easy to apply

Cheaper price

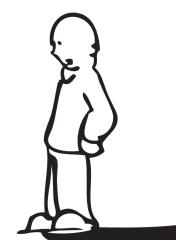
Value Propositions



Provide an online portal for discussion betweeen company and costumers and between customers

Portal establishment cost

Customer Segments



Communities

Segmented:

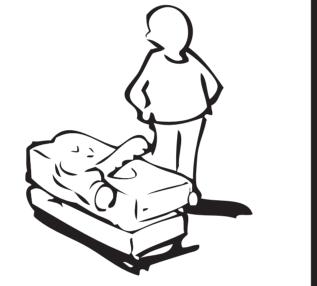
Pregnant Women

Weekly purchase during the pregnancy period

1-2 Items per week

Maximum of 9 months of purchas-

Key Resources



Organic Materials

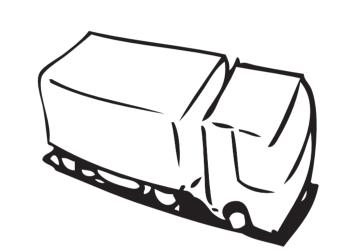
Intermediaries distribution

Direct selling (store)

Communities

Transaction Revenue

Channels



Through intermediaries (drugtores, retail)

Direct selling (store)

Socialization via advertisement on TV and social medias

Cost Structure



Cost for high quality organic materials

Cost for distribution

Fixed cost (Employee Salary, Store Building rent cost)

Variable cost (Raw Material cost)

Revenue Streams



Fixed list pricing





