

Business Model Canvas

Key Partner

- Dragon blood tea from Ban Huai Nam Klang community enterprise,
- Raw material procurement company
- Packaging company
- Faculty of Agro-Industry, Chiang Mai University

Key Activities

- Product development
- production process
- Exhibition booths in department stores.
- Create content in the online world on all platforms.

Key Resources

- Funds
- Laboratory
- Raw material
- Machinery
- Labor
- transportation

Value Proposition

- Jelly products made from 100% dragon's blood tea are energy-free, rich in anthocyanins that help reduce free radicals.
- Supplemented with vitamin C to make the skin beautiful and radiant
- Eat delicious food without feeling guilty.

Customer Relationship

- Special Promotion in online platform such as Facebook, tiktok, Instagram
- Special events

Channels

- Online 20% in Facebook, tiktok, shopee, lazada
- offline 80% in Convenience store and Modern trade

Customer Segment

- Both male and female, in wide age group 18 to 45 years
- People who want to control their weight but are addicted to desserts.
- middle class – as well as educated, socially aware, active and busy.

Cost Structure

- Raw meterial
- Marketing
- transportation
- Packaging
- Management

Revenue

- Profits from selling Guzjang Jelly products
- Income from online platform
- Income from offline platform