

# Top melibee Business Model Canvas





Virtual Business Plan - [www.kemel.gr](http://www.kemel.gr)

The Presentation refers to the Business Model Canvas of a beekeeping Small Family Business in Eastern Attica. It was a small family beekeeper business managed by the father who produces honey and distributes it to customers in Eastern Attica.

His older child studied beekeeping at the Agricultural University and the second in Business Administration. They all decided to expand the business, with the goal to grow by offering both a great product and an excellent customer experience.

We shall examine their innovative BMC that assisted them to quickly achieve Product-Market Fit and proceed with the Marketing Plan.

The aim was to overcome the difficulties of an apparently saturated market with problematic characteristics such as:

- ❑ 23000 beekeepers with 14000 tons of production,
- ❑ Imports of low quality and cost from the EU (see... Bulgaria),
- ❑ Minimal advertising from big brands,
- ❑ Promotional offers and price battle on the S/M shelves (from 6-18 E/kg),
- ❑ Sales almost everywhere (S/M, grocery stores, local, organic, e-shops, etc.)
- ❑ Exports mainly bulk high quality honey for mixing
- ❑ Without industry advertising and scientific support

To be able to achieve this goal, the small family business to expand and be able to differentiate itself in the market.

They achieved this by using the customer-centric logic of the SAVE model.

The process is simple as long as one thinks creatively and applies the sales equation that is

$$\text{Selling} = (\text{Performance} + \text{Emotion}) / \text{Price}$$

and the "recipe" for effective communication that is inherent in the SAVE model ( Solution, Access, Value, Engagement ) which is:

- ✓ **Know Your Prime Prospect (Customer Persona)**
- ✓ **Know your Prime Prospect Problem(s) (Problem Detection Research)**
- ✓ **Position your Brand as a Solution(Positioning)**
- ✓ **Communicate Effectively (Targeted Media/Content)**

The Business Model Canvas is a blueprint that “guides” management to follow this customer centric approach with the 4 Marketing entities of the Value Proposition, Customer Segments, Customer Relationships και Channels, where the traditional 4P’s (Product, Place, Price, Promotion) are transformed to SAVE (Solution , Access, Value, Engagement/Education).

The innovative solutions that will add value to Top MeliBee's proposition to its customers to increase sales are:

- The "Branded" label (laser printed) for Hotels,
- Personal label printing for gift or personal consumption,
- The personalized creative packages for weddings and christenings,
- The repeat purchase offer to tourists via QR Code on the label and referral to e-shop.
- Approaching and creating relationships with customers using CRM / RFM / LTV analysis tools, at all stages of their life cycle.
- The use of Internet Marketing in the specific industry and
- Delivery of the products to the customer's premises using a privately owned Van.

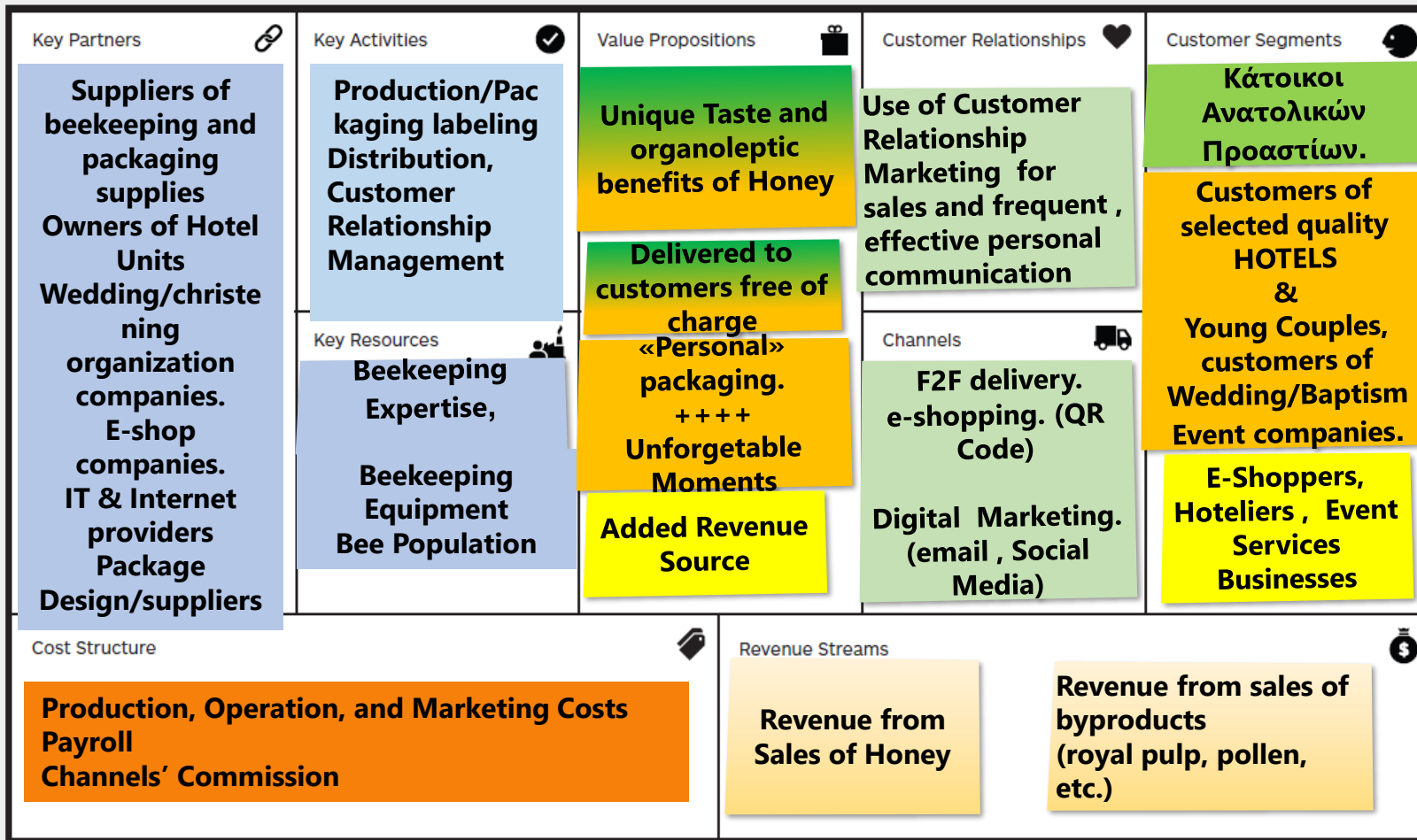
### The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



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