Business Model Canvas

| 07 | | 06 | | 02 | | 04 | | 01 | |
|---|---|------------------------------|--|---------------------------------|---|------------------------------------|--------------------------------------|--|---|
| Key Partners | | Key Activities | | Value Proportions | | Customer Relationships | | Customer Segments | |
| Macadamia Farm | Logistics Companies | Research & Development | Sale, Distribution, and Exibitions | No Coarse Texture | Allergens Free | Brand Communicate | Long-Term Advantages Deals | Who are Sensitive to Eating i.e. Silver Age | Moms & Kids with 100,000 + Income |
| | | | | Safe to Kids & Sensitives | | | | | |
| EXIM Bank | DBD & Ministry of Foreign Affairs | 05 Key Resources | | Macadamia Rich in Mouth | Suatainable Naturally Rich & High Nutritions from Perenial Nut Tree | 03 Channels | | Vegans, Flexitarians, and Milk Lovers | Customers Spending for Health 5,000 + a Month |
| Food Innopolis, BioBuddy, and Tastebud | University of the Thai Chamber of Commerce | R&D Specialists | Budget & Technologies | High Concentration | Develop from Customer Needs and Problems | Food Exhibitions and Related | Food & Drinks SMEs & Companies | Healthy Food & Beverage Shops | High-End Department Store |
| | | | | Carbon Foot Print | | | | | |
| 08 Cost Stru | cture | | | | 09 Revenue Streams | | | | |
| Research & Development | Ingredients, Processing & Technologies | Brand Communica- tions | Logistics | Raw Materials | Innovation Licensing Deals | Distributors | Subscription | Brand and/or Franchise Collaboration | Nutritional Ingredients |