

Business Model Canvas

Traditional Toys

Key Partners

Merkine Regional Museum
Merkine Culture Centre
Dzūkija National Park
Local restaurants
Enterprise “Merkinės fabrikas”

Key Activities

Cleaner environment
Attractive and original toys
Entrepreneurial experience for young people and the community of the town.
Closer community relations
School collaboration with business

Key Resources

Help is provided by folk artists who are partners and they and provide wood and tools
The primary raw material is collected by the students. Fasteners, cords and threads are taken from personal reserves

Value Propositions

Our toys are easy to use.
Longevity.
Health promotion.
Community and relationships between representatives of different generations.
Naturalness of toys - organic materials. Traditional toys are easy to make
Cultivating traditions
Conservation of nature
Active and meaningful free time

Customer Relationships

Customers learn about traditional toys and learn how to make them. This is how traditions are nurtured.
Communication and cooperation between different generations, sharing of ideas and experiences.

Channels

Varena district press, Social networks, Facebook pages, “Merkine Vincas Kreve Gymnasium“, “Kreive Student Council“, “Young Entrepreneurs of Merkinė“, “Merkinė Community”, Instagram; Leaflets in public places (Merkine Region Museum, Dzūkija National Park, Varena Education Center, Merkinė Culture Center).

Customer Segments

Children
Youth
Families
Tourists
The elderly
Town community

Cost Structure

Paint: 15 Eu.
Cost of one toy: 1 Eu.
Selling price: 4 Eu.
Half-year expenses: 180 Eu.
Unforeseen expenditure: 30 E

Revenue Streams

Profit from the sale of 1 traditional toy is about 3 euros.
The planned income for the half year is 720 Eu.

