

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“, “Kreve 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.	

